

Document Title: Sales Leader	Document #: SGI-JDR-055	Document Revision #: R7	Approved By: Human Resources
Department: Human Resources	Date Issued: March 8, 2024	Date Last Revised: October 31, 2024	Date Audited:

SEPTIMATECH

GROUP INC.

POSITION TITLE: Sales Leader

LOCATION: Waterloo, Ontario, Canada

SALARY: Based on experience and qualifications

SCHEDULE: Full-time, day shift

REPORTS TO: President and/or designate

BENEFITS: Medical & dental insurance, group life insurance, vision coverage, RRSP options, profit-sharing, emergency travel assistance, employee wellness, critical illness

PRODUCT REFERENCES: <https://septimatech.com> <https://www.youtube.com/@SeptimatechGroupInc>

VACANCY STATUS: Existing vacancy

POSITION PURPOSE:

Septimatech Group Inc. is looking for a Sales Leader to join our team. The Sales Leader is responsible for leading the external sales team to drive revenue growth by understanding customer needs and developing tailored sales strategies. This role includes managing customer relationships, executing pricing strategies, and designing sales plans that align with the company's sales process. Key responsibilities involve setting and achieving annual sales revenue goals for territories, forecasting revenue for existing products, and providing insights for new products to support company growth objectives. Additional duties include increasing annual sales and profitability, implementing and executing sales goals and plans, enhancing customer lifetime value and market share, and improving sales team productivity through streamlined processes. Additional responsibilities cover managing customer acquisition costs, Customer retention efforts, in-field sales training, and mentorship of the sales team.

WHAT YOU WILL DO:

- Collaborate with sales team members to manage the movement of leads and prospects through the sales funnel, utilizing the CRM system and following the company's sales process from lead awareness to final customer purchase decision.
- Uphold and promote the company's sales process, ensuring adherence to best practices and driving continuous improvement to support increased revenue growth.
- Develop and implement the company's sales budget, forecast, and strategic plans; set individual goals for account managers to support annual revenue growth objectives. Provide accurate monthly sales forecasts to aid in operational planning and resourcing.
- Strengthen the Septimatech brand and product intimacy by gathering and acting on customer feedback, tracking industry trends, and supporting account expansion efforts. Support the acquisition of new customers and retention of existing accounts, assisting sales team members in deepening customer relationships.
- Assist with recruitment, hiring, onboarding, coaching, and performance-managing the sales team, fostering a culture of excellence aligned with the company's "Living the Legacy" values.
- Provide in-field training and mentorship to develop a high-performing sales team.
- Manage and develop certain key accounts to build long-term relationships, enhance trust, and achieve growth and retention objectives, ensuring consistent and repeatable account management processes.
- Monitor competitor offerings and provide insights to Product Development, Operations, and Marketing to enhance competitive advantage and improve strategic planning.
- Work closely with Marketing to develop and align strategies that enhance brand awareness and drive revenue growth, including tracking performance metrics and making real-time adjustments to meet market demands.
- Share market intelligence, trends, and competitive insights with Product Development to strengthen existing offerings and introduce new product ideas, leading pricing, forecasting, and market acceptance efforts.
- Identify and evaluate new industries and market segments where Septimatech can generate sales revenue, supporting business growth initiatives.

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- Address quality concerns and customer feedback to enhance the customer experience, collaborating on continuous improvement activities. Assist with account collections related to quality issues or customer delinquency.
- Complete additional tasks and responsibilities as assigned to support team and company objectives.

WHAT WE ARE LOOKING FOR:

- Minimum of accredited related bachelor’s degree.
- 10 to 15+ years of B2B industrial sales/customer service experience with a record of superior performance metrics.
- Minimum of 5 to 7+ years in a proven sales leadership role of managing and leading an external sales team of 4 or greater team members

WHAT WE OFFER:

- Competitive salary
- Comprehensive benefits program including health, dental, vision, paramedical, emergency travel assistance, group life insurance, critical illness, employee family assistance program
- Group RRSP with company matching
- Company events
- Employee wellness programs
- Casual dress code
- Flexible schedule
- Profit-sharing
- Employee involvement in company teams (Social Committee, JHSC, etc.)
- Training and development opportunities
- Tuition reimbursement options

OUR COMPANY:

Septimatech Group Inc. was founded 30 years ago in Waterloo, Ontario. Septima is derived from the Latin word for seven, representing our seven founding employees. Septimatech, pronounced Sep-TEAM-a-tek, places the emphasis on team, which is the heart of our company. Our people champion continuous improvements for our customers because we are passionate about innovation and delivering outstanding customer service.

Our seven guiding principles, values and beliefs are the foundation of our company (Be Committed to the Customer, Deliver Superior Quality, Act with Trust and Honesty, Do Business with Class, and Dignity, Cooperate and Share Responsibility, Communicate Openly with Others, Take Leadership and Share the Excitement of Being Part of Septimatech).

Septimatech delivers custom productivity improvement solutions for packaging lines and machines worldwide. We manufacture innovative, precision engineered solutions that provide repeatable, accurate adjustment for intuitive setup, operations, and maintenance.

Septimatech has had experiences of working with more than 2800 types of packaging machines in personal care, home and fabric care, beverage, pharmaceutical and chemical industries. We are experts in overcoming challenges that threaten up-time, throughput, product handling and overall line performance.

We offer a friendly, supportive, and inviting work environment with a true team culture in a fast-paced customer-driven setting.

Septimatech is committed to promoting accessible recruitment as outlined in the Accessibility for Ontarians with Disabilities Act. Septimatech will attempt to accommodate persons with a disability in an appropriate and effective manner throughout all stages of the recruitment process. We would ask that those who require assistance to notify our office as soon as possible if accommodation is necessary.

The use of AI technology is not being used in the hiring process.