

Sales Operations Manager

Description

Wellnecity provides innovative data insights & services through its ProActive Health Plan Management™ platform to reshape the health care experience for self-insured employers and their employees.

We are hiring a Sales Operations Manager to help support our sales team as we manage incredible growth. The Sales Operations Manager is responsible for assisting sales leadership in driving operational excellence and assist with the day-to-day administration of operational tasks. This role is a high value-add business partner to the sales organization, enabling revenue growth and increasing sales productivity by providing effective methodologies, efficient processes, value-added information, and sales tools. We are looking for a strong Sales Operations Manager to complement and support our sales & marketing teams.

Responsibilities

- *Build Operational Capability*
 - Optimize sales and marketing software stack integration, e.g., outbound engine, e-mail marketing, website/social media inbound traffic, outbound dialers, etc.
 - Create and manage targeted contact lists for outbound outreach
 - Maintain quality information and grow CRM database for productive sales rep usage, e.g., current contact information, type of account, date of last contact, etc.
 - Collaborate with sales management to develop sales rep performance tracking in support of rapid sales force scaling
 - Collaborate sales and exec team to develop, track, and improve sales initiatives (i.e., optimize GTM approach)
 - Inform sales budget planning, e.g., number and configuration of sales reps, sales support staff requirements, etc.
 - Partner with Sales and Marketing department to refine lead qualification process, analyze and report on campaign performance with reporting and dashboards (liaise with Salesforce programming resources)

Manage and Optimize Investment and Capability with Management

- Track and analyze KPIs for growth, win/loss rates, upsells, renewals, quota attainment and identify individual performance areas for improvement
- Boost sales productivity by refining customer segmentation, simplifying the sales process and identifying pain points at every stage of the sales funnel
- Present quarterly progress reports to stakeholders with actionable sales goals

Support a New, Rapidly Growing Sales Team

- Support development of sales-related resource documents, including training manuals, procedures, and policies
- Form strong relationships and maintain regular contact with Sales Representatives and Sales Leaders

Hiring organization

Wellnecity

Job Location

Remote work possible

Date posted

December 2, 2021

- Onboard, train and mentor the new sales team members

Qualifications

- 2-5 years' experience in sales operations
- Bachelor's degree in sales or business-related field OR the equivalent in work experience
- Proven excellence multi-tasking, prioritizing projects and meeting deadlines and goals
- Strong communication, interpersonal, presentation and technical skills
- Confident with onboarding and collaborating with sales team members
- Strong understanding of high-level sales strategy
- Experience with Salesforce, ZoomInfo, Xant/InsideSales, HubSpot, or other digital marketing tools.

Wellnecity is an Equal Opportunity Employer, and all qualified applicants will receive consideration for employment without regard to race, color, age, religion, sex (including pregnancy and gender identity), national origin, sexual orientation, disability status, protected veteran status, or any other characteristic protected by law.