SALES MANAGER

Job Ref. No: #JDMPR2134

2024 - 2025

- **Company Name** : Moris Media LLC
- **Designation** : Sales Manager
- **Job Type** : Full Time
- **Industry** : Media & Marketing Industry
- **Department** : Sales & Marketing Department
- **Work Model** : Remote
- **Salary** : Negotiable Salary

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is currently hiring for a **Sales Manager** in Italy. This job may require you to be a driving force behind sales and marketing, crafting and executing strategies for significant revenue growth. You will build and lead a high-performing sales team, establish relationships with key B2B clients, and stay ahead of industry trends. Your role also includes leading marketing efforts, and developing campaigns to elevate brand awareness and capture market share.

Understanding Moris Media's services is crucial, as you'll act as a "**Digital Doctor,**" diagnosing client needs and prescribing tailored marketing solutions using medical terminology. This approach combines strategic thinking, sales expertise, marketing prowess, and the ability to translate complex concepts into compelling narratives. The ideal candidate will thrive in a dynamic, fast-paced environment and possess a strong entrepreneurial spirit.

Primary Responsibilities

1. **Strategic Revenue Driver:** Develop and execute innovative sales strategies to achieve and surpass revenue targets.
2. **Sales Team Leadership:** Recruit, mentor, and inspire a high-performing sales team, fostering a culture of collaboration and success.
3. **Client Relationship Champion:** Establish and nurture strong relationships with B2B clients, acting as a trusted advisor and solutions provider.
4. **Market Intelligence Guru:** Continuously analyze market trends, competitor activity, and emerging technologies to identify growth opportunities and maintain a competitive edge.
5. **Marketing Maestro:** Collaborate with the marketing team to develop and implement integrated campaigns that elevate brand awareness and drive demand.
6. **Brand Ambassador:** Articulate and promote Moris Media's unique value proposition, crafting a compelling brand narrative that resonates with target audiences.
7. **Digital Diagnosis Expert:** Leverage in-depth knowledge of Moris Media's services to assess client needs and recommend tailored digital marketing solutions using a "Digital Doctor" approach.
8. **Solutions Architect:** Collaborate with clients to design customized marketing strategies that address their specific goals and challenges.

9. **Cross-Functional Facilitator:** Foster strong relationships with internal teams (marketing, product development, customer service) to ensure alignment and maximize impact.

10. **Data-Driven Decision-Maker:** Utilize data and analytics to track sales and marketing performance, identify areas for improvement, and optimize strategies for maximum ROI.

11. **Innovation Catalyst:** Embrace emerging trends and technologies to continuously evolve Moris Media's sales and marketing approaches.

12. **Budget Maestro:** Develop and manage comprehensive budgets for sales and marketing activities, ensuring efficient resource allocation and cost control.

13. **Industry Thought Leader:** Represent Moris Media at industry events, conferences, and in publications, sharing insights and building brand credibility.

14. **Global Brand Advocate:** Travel domestically and internationally to promote Moris Media's products and services, expanding market reach and establishing a global presence.

15. **Performance Optimizer:** Continuously evaluate and refine sales processes, strategies, and team performance to drive ongoing improvement and exceed expectations.

Required Skills

Primary Skills:

- **Sales Mastery:** Proven track record **(3-5 years minimum)** of exceeding sales targets and driving revenue growth in a B2B environment.
- **Strategic Visionary:** Ability to develop and execute comprehensive sales strategies aligned with company objectives.
- **Influential Communicator:** Excellent interpersonal and presentation skills, adept at building rapport and trust with clients and stakeholders.
- **Creative Problem Solver:** Resourceful and innovative, able to identify challenges and develop effective solutions.
- **Adaptable and Agile:** Thrives in a fast-paced, dynamic environment, embracing change and remaining flexible to evolving market demands.
- **Data-Driven Decision Maker:** Strong analytical skills to assess sales performance, identify trends, and make informed decisions.
- **Digital Marketing Savvy:** Familiarity with digital marketing channels (social media, content marketing, SEO/SEM, email) and their application in a B2B context.

Experience Required:

- **3-5 Years of B2B Sales:** Demonstrated success in selling to businesses, preferably within the PR, digital marketing, or related industries.
- **Client Relationship Management:** Proven ability to establish and maintain strong relationships with key clients, fostering long-term partnerships.
- **Team Collaboration:** Experience collaborating with marketing and other departments to drive integrated campaigns and achieve shared goals.
- **Travel Enthusiast:** Willingness and ability to travel domestically and internationally for client meetings, presentations, and industry events.
- **Growth Mindset:** A passion for learning, staying abreast of industry trends, and continuously developing sales and marketing expertise.

First 3 Months: Intensive Onboarding and Training

Objective:

- Fully integrate the new Sales Manager into Moris Media's culture, values, and team.
- Equip them with in-depth knowledge of our services, sales processes, and target market.
- Develop a strategic foundation for achieving sales goals.

Training Activities:

- **Company Immersion:** Comprehensive onboarding, introducing the company's mission, structure, and key personnel.
- **Service Deep Dive:** In-depth training on Moris Media's PR and digital marketing services, including case studies and success stories.
- **Market Landscape Exploration:** Analyze the competitive landscape, market trends, and potential client segments.
- **Sales Process Mastery:** Training on sales methodologies, negotiation tactics, and closing strategies, including role-playing exercises.
- **Technology Enablement:** Hands-on training with CRM software and sales analytics tools for pipeline management and reporting.
- **Mentorship and Shadowing:** Regular guidance and observation opportunities with senior sales team members and leadership.

Performance Expectations:

- No strict sales targets during this initial phase.
- Focus on absorbing knowledge, building relationships, and developing a strategic plan.

Next 3 Months: Probationary Period with Flexible Performance Paths

Objective:

- Assess the Sales Manager's ability to achieve business goals, whether as an individual contributor or team leader.

- Evaluate their adaptability, performance, and overall fit within the organization.

Key Activities & Expectations:

- **Role Flexibility:** Sales Manager chooses to operate as an individual contributor OR build and lead a sales team.
- **Individual Contributor Path:**
  - **Target:** Achieve individual sales equivalent to 10x their base salary.
  - **Focus:** Personal sales activities, client acquisition, revenue generation.
  - **Compensation:** 40% of base salary if the target is not met; full salary and incentives if the target is achieved.
- **Team Leadership Path:**
  - **Target:** Lead the team to achieve collective sales equivalent to 10x the base salary.
  - **Focus:** Recruitment, training, mentoring, and team strategy development.
  - **Compensation:** Incentives based on team performance upon target achievement.

Additional Expectations (Both Paths):

- Develop and execute strategic sales plans.
- Build and maintain strong client relationships.
- Collaborate with marketing and PR teams.
- Prepare detailed reports and analyses.
- Engage in continuous learning and improvement.

Evaluation & Outcome:

- Regular performance reviews with constructive feedback.
- Clear KPIs to assess progress and identify growth areas.
- Successful completion leads to confirmation of the position, a full salary, and the potential for increased responsibility.

Qualifications & Experience

Qualifications Required:

- **Education:** Bachelor's degree in Business Administration, Marketing, Communications, or a related field. (Relevant experience may be considered in lieu of a degree.)
- **Experience:**
  - 3-5 years of proven sales experience in a B2B environment.
  - Demonstrated success in achieving or exceeding sales targets.
  - Experience in managing client relationships and building rapport.
  - Proven ability to work independently and as part of a team.

Open for Travel if Required:

- Willingness to travel domestically and internationally as needed to support business goals and client

engagements.

Technical Specifications:

- **High-Performance Laptop/Desktop:** Capable of handling demanding tasks and software.
- **High-Speed Internet Connection:** Reliable broadband access for seamless communication and collaboration.
- **Virtual Workstation:** Dedicated workspace, whether physical or virtual, conducive to focused work.

Salary:

- Competitive salary and benefits package, commensurate with experience and skills. Negotiable based on qualifications and discussion during the interview process.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

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INDIA
Moris Media Private Limited
HR DEPARTMENT
hr@morismedia.in

USA
Moris Media LLC
HR DEPARTMENT
hr@morismedia.com

UAE
Moris Media LLC
HR DEPARTMENT
hr@morismedia.ae

SAUDI ARAB
Moris Media LLC
HR DEPARTMENT
hr@morismedia.com