



Director of Sales

BODITRAK SPORTS is hiring for a sales leadership role across its sports medicine, athletic performance and golf business lines.



DESCRIPTION OF ROLE

Sales and Business Development (50%)

- Represent BODITRAK as a leader in force & pressure analysis systems by working with a sophisticated audience comprised of medical, fitness and golf professionals.
- Work inside established sales structure, while bringing new ideas and approaches to the company.
- Manage overall team sales pipeline including forecasting and moving prospects through the sales process.
- Manage individual sales pipeline, including taking cold and warm leads all the way through to closing the sale
- Increase company-wide results by building and maintaining strong business relationships, and by developing and implementing sales strategies.
- Communicate with current and new customer accounts regarding a variety of topics, including product updates, changes to product portfolio, and educational programs.
- Collect competitive data and remain current on industry, customer, and competitive trends.

Management (35%)

- Communicate forecasts of business/ team on a weekly and monthly basis to management
- Develop and recommend strategic plans with representatives to achieve greater market share/penetration
- Oversee individualized training and development plans for all staff
- Conduct annual performance reviews and bi-annually interim performance reviews
- Conduct employee engagement sessions annually, and create and execute action plans based on these sessions



- Build and maintain exceptional employee engagement & motivates sales personnel to meet stated objectives
- Coordinate and distributes funds out of annual budgets
- Coach, develop and lead direct reports by providing developmental and growth opportunities

Strategy & Planning (15%)

- Set overall regional goals and territory quotas and evaluate their performance.
- Create and implement new sales plans and effective marketing strategies to position the organization competitively and to meet/exceed territory objectives.
- Perform administrative duties to include service reports, contracts, market analysis and special reports.

Background

- B.A. or B.S. degree required.
- Titleist Performance Institute Certification required.
- Sports medicine professional training background highly preferred.
- 3-6 years demonstrated successful B2B sales experience (preference for sports medicine industry).
- Professional training or clinical experience in orthopedic sports medicine is preferred.
- Background in technology systems is required.
- A successful and consistent track record of delivering results is required.
- Strong interpersonal communication, negotiation, influencing, critical thinking, problem solving and business acumen skills required.
- A qualified candidate will be efficient, organized, self-motivated, positive and pro-active.
- Candidates must possess a valid driver's license issued in the United States and must have a clean driving record. The ability to travel related to this role is required. Candidate must live in or be willing to relocate to St. Louis, MO.

BTS Culture

- Fast pace, dynamic work environment
- Critical thinking approach a must
- Supportive team driven to open doors for colleagues
- We do not clock in and clock out
- Each member of the team gets full exposure to different facets of the business
- Team empowered to select and take on new entrepreneurial initiatives within the company
- NO STOPPING 😊

CONTACT:

John Thorp

JT@boditraksports.com

To be considered, applications must include an updated C.V. and cover letter.