



## Director of Sales Operations

Los Gatos, CA or remote location considered

### Who is Xicato Inc.:

We're the world leader in lighting and controls for professionals, consumers and the internet of things. Our passion for innovation and excellence makes us one of the most recognizable brands worldwide.

Working as a **Director of Sales Operations** at Xicato is dynamic. You'll be responsible for building, managing, administering, and scaling processes and functions in support of a direct and channel sales organization. This includes identifying and deploying processes that create efficiencies, measuring performance and productivity, collaborating with other company departments to enhance workflows, and committing to continuous improvement of operational process. Collaborates with Finance, Business Development, Sales, Marketing and Systems teams in identifying and implementing operational best practices. We are seeking a self-motivated, roll-up the sleeves kind of leader who can manage multiple responsibilities.

Learn more at [www.xicato.com](http://www.xicato.com)

### What you'll do...

#### Sales Planning Support

- Sales operations and strategic plans
- Territory Analysis: Where do we need additional coverage? Where is sales declining/increasing? What areas/regions are underserved? Which customer types bring in or influence most revenue?
- Segmentation (industry, geography, customer size, opportunity, new/existing)
- Forecasting model

#### Sales Productivity and Metrics

- Establish, track, and publish sales metrics, scorecards, and statements:
- Prepare and review sales dashboard with company and sales leadership
- Track pipeline against pipeline growth goals
- Prepare routine forecasting using model

#### Sales Commissions and Incentive Compensation

- Develop and manage incentive compensation plans
- Perform routine commission reconciliation (check and balance) in collaboration with Accounting

#### Order Administration

##### Order Entry

- Develop Quote Templates that can become automated
- Enter sales orders into system
- Order handoff: to Fulfillment, Accounting

##### Pricing Quotes

- Develop and/or maintain price lists and quoting tools
- Structure and price complex or large-volume deals



- Review pricing policy to protect margins and price points
- Develop/maintain discount approval process

#### **CRM Management**

- Methodology: implement consistent definitions around stages in sales cycle, probability, status
- Reports: dashboards, metrics, audit, general
- Implement feature rollout and training for users

#### **Sales Training**

- Ensure all sales reps trained on sales process and available reports

#### **Contracts and Policies**

- Process contracts and NDAs from customers and prospects: obtain signatures, file

#### **Data & Analytics**

- Review and refine data (queries and export) as organization evolves and needs change
- Support other departments/teams use of sales/customer data
- Develop reports that document program success
- Scrub, re-scrub data; identify areas where data inconsistent
- Work with internal groups (Product Marketing, IT) to validate/refine data sets and improve process

#### **Liaison**

- Collaborate with IT on identifying and implementing technology tools that streamline or enable sales
- Collaborate with Finance on bookings and revenue guidelines, forecasting, budget, analytics
- Collaborate with Product Management on product descriptions, pricing, market opportunity
- Collaborate with Marketing on increasing rep and dealer sales by analyzing sales history and identifying potential for marketing campaigns
- Collaborate with Customer Service on clean, clear hand-off of order

#### **What you'll need...**

- Proficiency with salesforce.com
- Knowledge of inventory management system (e.g. Plex Manufacturing)
- 7 plus years related sales operations experience; prior supervisory experience highly desired
- Experienced and proven analytical and communications skills
- Four year college degree in related field
- Proficient in Microsoft Office Excel, Word, PowerPoint
- Excellent written and verbal communication, presentation and organization skills
- Experience in training groups and in facilitating process
- Experience leading change
- Respect for confidentiality
- Able to prioritize multiple projects appropriately
- Exhibit close attention to detail
- Able to work independently, within prescribed guidelines, or as a team member
- Strong service orientation

#### **Additional Details:**

- Office or remote



- Job Type: Full-time
- A competitive compensation package

Apply to [jobs@xicato.com](mailto:jobs@xicato.com) with your resume and a brief intro.