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Job Description: Vice President Sales

Overview

The Good Book Company is seeking a Vice President of Sales to manage key customer accounts, find new business, deliver sales goals, supervise a team of commission reps, and represent TGBC at conferences and events. This key role will spearhead our aim to exceed TGBC's current growth of 22% year-on-year in the US, and will include feeding into our publishing pipeline and recruiting and managing a sales team in line with growth.

Location: Charlotte, NC

Responsibilities

Summary

- Manage relationships and facilitate sales with wholesale, retail, and e-retail accounts in North America
- Achieve territory sales goals and deliver monthly targets
- Recruit and manage sales executives in line with our growth plan for the US (which currently generates over 40% of TGBC worldwide revenue)
- Feed in to strategic editorial and operational planning

Manage Key Accounts

- Maintain and grow key accounts through personal contact, visits, and regular sales presentations
- Regular travel to visit key customers
- Relay key title information to commission reps and oversee their sales

Develop New Sales

- Identify and grow new opportunities
- Assess viability of potential customers to create new business for the company
- Work with marketing team to secure advertisements and promotions
- Collaborate on mailing campaigns, both physical and digital
- Initiate tele-sales with existing customers and prospective customers

Event Representation

- Plan and execute the booth space at multiple conferences annually
- Work with marketing and design teams to develop promotional assets for events
- Pursue speaking opportunities for TGBC authors at key conferences

Skills

- Highly motivated self-starter with good organizational skills
- Excellent communication skills and ability to connect with customers and gatekeepers
- Proven presentation skills
- Ability to take initiative and a desire to grow with a rapidly expanding publisher
- Proficient in Word, Excel and Google Docs
- Ability to analyze and act upon sales data

Character and Experience

- At least 5 years of sales experience, preferably in an evangelical publishing environment
- A detailed understanding of the publishing process as it relates to sales
- Must possess college degree or equivalent work experience
- Management experience (desirable)
- Willingness to travel on a regular basis
- Ability to travel to the UK office within 6 months of starting
- Thorough understanding of the pressures and priorities of the Christian churches
- A committed Christian with an understanding and appreciation of Reformed theology

To apply, please send us your résumé along with a cover letter to Abigail Talbott (abigail.talbott@thegoodbook.com) explaining why you would like to join The Good Book Company and why you might be the person we are looking for.