

JOB DESCRIPTION: Sales Enablement Coach

SALARY: 70 TO 95K Per Year

LOCATION: Head Office

REPORTS TO: COO

The Sales Enablement Coach aims to maximize the sales team's efficiency and effectiveness by implementing strategies, tools, and training programs. Their goal is to ensure that sales representatives possess the necessary skills, knowledge, and resources to engage members effectively, drive revenue, and uphold the credit union's service standards.

KEY RESPONSIBILITIES:

Training and Development:

Design and spearhead new trainee onboarding and ongoing training development programs, encompassing leadership training and process clarity for employees.

Develop diverse learning intervention strategies to cater to various learning styles and facilitate effective skill development.

Sales Coaching Systems

Establish and implement comprehensive coaching protocols on a weekly, monthly, and quarterly basis, fostering continuous improvement among the sales team.

Create meeting agendas and follow-up processes for regular sessions with leadership teams, focusing on sales communication plans, business plan management, and feedback/coaching processes.

Sales Campaign Management:

Lead the ideation, design, and execution of new sales campaigns, ensuring seamless launch, effective management reporting, and thorough follow-up strategies.

Develop an annual campaign calendar for the credit union, alongside establishing principles for ad hoc campaigns across units.

New Systems Launch SME:

Provide support in the launch of new technologies, facilitating their implementation for usage and training purposes.

Collaborate with leaders to drive the adoption and evolution of the technology roadmap, aligning it with the credit union's objectives and sales strategies!

Sales Process Optimization:

Analyze and refine our sales processes, identifying areas for improvement to streamline workflows and enhance efficiency.

Implement best practices to ensure a consistent and effective sales approach across the organization.

Content and Resource Development:

Create and curate sales collateral, tools, and resources such as pitch decks, FAQs, sales scripts, and product guides to empower the sales team.

Ensure that materials are up-to-date, aligned with compliance standards, and support the sales process.

Performance Tracking and Coaching:

Monitor sales team performance metrics and KPIs to identify areas for improvement.

Provide personalized coaching and feedback to individual team members, addressing skill gaps and enhancing performance.

QUALIFICATIONS:

- Bachelor's degree in business administration, or related field.
- Proven experience in sales enablement, preferably within the financial services industry.
- Strong understanding of credit union products, services, and compliance regulations.
- Excellent coaching, communication, and presentation skills.
- Ability to analyze data, interpret metrics, and make data-driven decisions.
- Prior experience in designing and delivering training programs is advantageous.
- Adaptability and leadership skills to drive change and influence teams positively.