

Job Position: VP Sales

About SPEP

Sierra Pacific Engineering and Products designs, manufactures, and proudly distributes high quality, cost-effective industrial hardware components B2B. Our vision is to bring growth and stability to our customers through sustainable methods of engineering, service and value.

Employee-Powered, Employee-Owned

Our employees are what make SPEP all that it is. This belief is reinforced with the Employee Stock Ownership Plan (ESOP), providing employees with ownership in the business and the opportunity to benefit from the company's success.

Vice President Sales

Our strategy for creating value begins with driving operational excellence in everything we do. The Vice President of Sales will play a pivotal role in driving a strategy that enhances renewal retention and drives new revenue while effectively collaborating across departments and cultivating strong relationships with current and potential customers. Our expectation for the VP of Sales is to drive double-digit revenue growth annually, doubling Sales within six years.

As our "Head of Sales" you will be our external antenna for the marketplace providing external market intelligence inclusive of strategic market opportunities, data, and insights. This will happen through more formal channels as well as by establishing informal networks; "industry chatter". You will broker and navigate complex business discussions and interactions with trade partners at the executive level.

Reporting to the CEO, you will leverage your deep knowledge and understanding of the sales process to provide advisory support to the leadership team in shaping growth strategies that align with company goals, lead and mentor a team of sales specialists, and oversee the development and execution of sales initiatives, client relationships, and strategic partnerships. This role offers a unique opportunity to shape the customer base landscape, influence industries, and drive innovation to position the company's brand as the premier choice in the market. Results will be measured by sales delivered and goals achieved.

Key Responsibilities / Priorities

- Design and execute a growth-driven sales strategy to accelerate and maintain a high-volume sales pipeline, pursuing new opportunities while identifying upsell and cross-sell potential within the current customer base.
- Lead and mentor a cross-functional team of sales professionals, fostering a collaborative and results-oriented culture focused on driving business success.
- Navigate the sales processes and contract negotiations for large deals.
- Identify and prioritize target markets, segments, and key accounts leveraging market research and customer insights to inform sales strategies.
- Collaborate and communicate with key stakeholders to forecast and develop accurate revenue plans and develop/offer innovative solutions and value-added services.

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- Implement metrics, systems, and processes to scale, track, and maintain a product sales organization (playbooks, systems, KPIs, compensation plans, team operations, forecasting, etc.) while achieving and exceeding sales goals.
- Create and attend in-person meetings, participate in networking events, in person discovery sessions that include heavy travel within the Los Angeles area and across the U.S. as part of the strategic sales efforts.
- Drive lead generation efforts through various channels, including digital marketing, trade shows, industry events, AI tools, and networking opportunities, to generate qualified leads and opportunities for sales.
- Develop compelling sales presentations, proposals, SOWs, and promotional materials that effectively communicate the Company's value proposition.
- Build and nurture relationships with key decision-makers and stakeholders at prospective client organizations, serving as a trusted advisor and partner throughout the sales process.
- Stay ahead of industry trends, competitive landscape, and emerging opportunities providing recommendations for strategic initiatives and business development efforts.
- Engage and provide direction in marketing and business development as a support function to drive the primary goal of incremental revenue growth.

Qualifications

- Bachelor's degree in business administration or a related field desired; MBA preferred.
- A minimum of 10+ years of experience in management, leading strategic and large enterprise accounts in a sales capacity.
- Goal-oriented growth mindset with a strong history of quota attainment and exceptional performance in driving new business, expanding existing customer base, and implementing process improvements.
- Demonstrated and proven track record of building and leading high-performing sales (and marketing teams), leading from the front as an individual contributor, achieving revenue targets, and driving business growth in competitive markets.
- In-depth knowledge and understanding of industrial durable products, materials and components. Knowledge of manufacturing, distribution and wholesaling.
- Excellent written, presentation, interpersonal, eQ, and negotiation skills, with the ability to articulate complex concepts and build rapport quickly with diverse audiences.
- Visionary leader with a data-driven approach to decision-making, able to analyze market data, identify opportunities, and develop actionable insights.
- Exceptional analytical skills including the ability to digest and interpret financial statements (i.e. Balance Sheet and Income Statement)
- Demonstrated ability to manage multiple projects simultaneously, prioritize tasks effectively, and meet deadlines.
- Willingness to travel extensively for client meetings, trade shows, and industry events.
- Working knowledge of best-in-class enterprise level CRM/ERP packages; with a vision and track-record of implementation/customization to fit business needs.

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What's In It for Your

- The ability to make an impact and shape your career with a company that is passionate about growth.
- The support of an organization that believes it is vital to include and engage diverse people, perspectives, and ideas to achieve our best.
- The opportunity to thrive in an employee-owned company that values sustainability, drives a safety-focused culture and has a reputation for quality and service.

Compensation

The estimated salary range allows for candidates with various levels of skills and experience to be considered and provides room for growth within the role over time. Any offer extended will be based on the individual's unique set of knowledge, skills, education, experience and geographic location.

- \$200,000 to \$250,000 base + incentive compensation
- Annual performance bonus opportunities
- Relocation potential

Beyond the Paycheck

- Employee Stock Ownership Program (100% ESOP / Employee-Owned)
- Stock Appreciation Rights (SARs) Program
- 401K Plan with a Company match up to the first 4%
- Profit Sharing Program
- Medical Benefits
 - » Subsidized health care premiums (medical, dental, vision)
 - » Basic Life and AD&D Insurance
 - » Wellness program
 - » FSA (Medical and Dependent Care)
 - » Supplemental Aflac Insurance
- Time Off
 - » PTO to include 11 days accrued in year one (with escalation schedule)
 - » Eight paid holidays
 - » Bereavement leave
 - » Volunteer/Service Time

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What We Believe

We are committed to the pursuit of quality and excellence on all fronts, bringing our customers' vision to life with unrivaled quality, from concept to installation. Steeped in the company's core values, SPEP employees strive to...

Be Optimistic

Everything we do begins with attitude, and at SPEP we choose a positive outlook. Optimism is what allows us to persist, be resilient, and inspire those around us.

Show That You Care

Little things can make a big difference. A little help. A little encouragement. A little extra effort. Because we genuinely care about our colleagues and about those we serve, we show it—in everything we do.

Build Relationships That Last

We are a 100% Employee-Owned Company, a place where people can build a career. We play well with others. We value people and cultivate lasting relationships with employees, vendors, suppliers, customers, and our community.

Challenge Yourself To Grow and Learn

We believe in continual improvement—personal and professional—and we're secure enough to acknowledge that there's always room for it. We seek out knowledge and have a thirst to learn more.

Strive For Balance

We enjoy the satisfaction of working hard and the pleasure of relaxation. As a family company, we understand the importance of spending time with loved ones and the happiness we derive from that. It is happiness that propels our passion, our enthusiasm, and our hard work.

Be Resourceful & Take Initiative

We pursue ideas with vigor and take personal ownership for solving problems. It's our responsibility to create our place on the team and to make contributions that count.

Collaborate Openly & Honestly

No individual has all the answers. We solve problems by communicating with each other and working together. We listen, we ask questions, and we approach our collaborations with compassion, empathy, and trust.