

Job Title: Director of Sales

Reports to: CVO & Founders

Location: Denver, CO + Travel (20%)

Wet Paint Group at a glance:

At wet paint group, we deliver unforgettable virtual marketplaces, custom-curated boxes, uncommon branded merchandise, and on-site gifting experiences for corporate meetings, incentive trips, and elite client events. We have carefully curated a portfolio of premium boutique brands in our pursuit of uncommon merchandise with a commitment to giving back. We seek a Director of Sales to help lead us as we expand our offerings, grow our client list, and take our successful business to greater heights. The rocket ship is about to take off. Are you interested in coming along for the ride?

Our Core Values:

Do the right thing. Respond with openness. Embrace radical accountability. Be remarkable. Be humbly confident. Hell yeah! Attitude.

Our Method:

Intrigue

Our amenity brands are carefully curated by our leadership team. We only offer products found in small boutiques or with limited distribution. Our brands will not be commonly found at every day retailers or big box stores. Your executive level guests have the buying power to purchase whatever they desire, so we offer brands that evoke intrigue. Brands with cache and exclusivity. This sets the stage for what we like to call "Now, that's cool!" moments.

Immerse

Through a deep emotional experience, we are able to activate the event message and inspire each guest. The gift or amenity serves as the conduit to transport your attendees back to the experience, reminding them of the event, message and location long after the event's conclusion. It serves as recognition of the past and fuel for the future. This is the true value of the gift, inspiring your guests to invest and contribute to both the company and social agenda in a meaningful way, a GIFT WITH A GREATER PURPOSE.

Inspire

While each of our gifts are unique and intriguing, we lean into the production of our gift experiences in ways that touch all of the senses and tug at emotions. Whether a boutique-style marketplace or a beach party scene, the experience atmosphere immerses your guests in the story behind the brand and give-back initiative. Our on-site brand ambassadors effortlessly engage with each guest and share the narrative of the event, each gift, and why it is special.

When attendees understand the "why", they are more likely to recognize they are part of something truly remarkable.

The role:

Wet Paint Group is looking for an experienced and high-energy Sales Director. The core function of this role is to accelerate sales growth. Primary duties include collaborating with the senior team to establish revenue goals and clear company strategy, implementing a sales plan to drive revenue growth, generating and submitting RFPs and related sales documents, and attending key events and activations. The successful candidate will be driven, persuasive, and well organized.

The ideal candidate will:

- Embody the Wet Paint Group core values and method.
- Create strong relationships with key clients at both the senior and mid-management levels.
- Demonstrate an ability to communicate courteously and effectively with public and internal customers to provide good customer service both in person and over the telephone.
- Understand market trends as well as the competitive landscape.
- Effectively communicate and understand the company's value prop, process and current partnerships.
- Establish sales objectives by forecasting and developing annual sales quotas; projecting expected sales volume and profit for existing and new products.
- Understand and maintain sales margins.
- Work with CVO and team to establish and adjust pricing by monitoring costs, competition and supply and demand.
- As needed, build sales staff by recruiting, selecting, orienting and training employees. As well as counseling and disciplining employees; planning, monitoring and appraising job results.
- Possess advanced to expert skill levels within Microsoft Office Suite, Salesforce.com and Dropbox.com.
- Desire to own projects and exceed expectations.
- Have the ability to pivot and find new solutions and deliver results within a rapidly changing and entrepreneurial culture.
- Be able to identify and solve client issues strategically.
- Possess excellent interpersonal skills, with the ability to communicate effectively with management.
- Work with the Sales, Account Management and Operations, teams to implement targeted sales strategy.
- Generate and maintain accurate Account and Opportunity plans.
- Work with internal teams on behalf of clients to ensure the highest level of customer service.

- Analyze pipeline and lead data, and deliver periodic reporting to the CVO and founders providing key business insights.

Additional Requirements:

- Must pass all required background checks.
- Must be available to travel nationally and internationally, as needed.
- Must possess a valid passport.
- Must be able to work a flexible schedule including some nights, weekends, and holidays as needed by customers.

Minimum Education and Experience:

- Bachelor's Degree--Business, Marketing or Hospitality preferred
- 5+ year experience in selling and servicing large group events
- 5+ years successful and proven sales experience
- Equivalent combinations of education and experience may be considered
- Knowledge and previous experience of the hospitality industry is a plus
- Must possess advanced computer skills, specifically Microsoft Office Suite (Outlook, Word, Excel and Power Point), Dropbox and internet navigation.

Working Conditions:

- This job operates in a professional office environment with a hybrid model.
- Onsite events include outdoor environments with varying weather, climate, temperature, and terrain conditions.
- This job requires extended periods of looking at a computer screen or other electronic device, sometimes up to 8 hours per day.

Compensation:

Base Salary - \$115,000/yr + Commission

Benefits - Paid Time Off, Sick Time, Holiday Pay, Medical and Dental Insurance

Relocation remuneration negotiable