

Position: Regional Sales Director (region varies)

Location: TBD



About Us:

HookLogic is a rapidly growing technology company that powers e-commerce media, a revolutionary way for brands to connect to shoppers in and around the e-commerce environment. For retailers, HookLogic drives a new, high-profit, media-based revenue stream. For marketers, HookLogic creates unprecedented opportunities to influence in-market shoppers at key decision points. Clients include Expedia, Hotels.com, Staples, Overstock.com, and Kiddicare.com. Learn more at www.hooklogic.com

What we're looking for:

As our Regional Sales Director for the Auto Hook sales team, this individual contributor will be charged with securing direct to dealer technology sales for the AutoHook suite of products. This exciting early stage opportunity will give you the chance to work with cutting edge retail automotive customers. The Sales Director will have access to sales, marketing, and other company resources in support of aggressive sales goals. Must be comfortable representing leading-edge e-commerce advertising packages in a complex, multi-level, selling environment direct to tier three customers. Individual must be highly effective in navigating all facets of the sales process; from territory planning, to prospecting, to understanding retail automotive buying cycles. From pitching, to negotiation, and through to closing the business. We are looking for someone who builds deep relationships with customers by being responsive, creative and consultative.

Key Responsibilities:

- The candidate must have existing relationships at local dealerships and dealer groups in the territory they are applying for.
- Advertise HookLogic's AutoHook suite of products to prospective customers within a specific territory
- Create and manage a territory plan to maximize revenue opportunity
- Articulate the value of the HookLogic's AutoHook suite of products and why it's different than other e-commerce programs
- Continuously prospect and pitch new clients, looking to drive the sale of new campaigns
- Manage client relationships from the early stages of the sales process through to post sales onboarding hand-off
- Create and/or review sales reports and forecasts, as well as ongoing status reports
- Create long term client relationships which ultimately leads to sustainable, repeat business
- Understand and articulate the ROI for campaigns and use that to fuel new business with existing clients.

Desired Skill Set:

- Should be disciplined and methodical in your sales approach
- Prioritize and organize sales calls and visits for maximum revenue impact
- Create and communicate regular sales funnel reporting to sales management and internal counterparts on account activity
- Comfortable with outbound cold-calling and appointment setting
- Must be comfortable working with a variety of dealer clients, understanding their unique guardrails of their business
- Salesforce.com experience is a plus

Ideal Experience

- 3+ years' experience in dealership solution selling
- Solid grasp on the online retail space and sensitivities to lead generation on sites
- Fundamental understanding of online lead generation, technology ecosystem, reporting of campaigns, etc.
- BA degree or equivalent experience required
- Very strong communication and presentation skills
- Strong project management skills, with ability to work within a team and facilitate communication among several departments
- Strong organizational and interpersonal skills

Benefits package includes:

- Competitive salary
- Medical / Dental / Vision
- Equity in a high-growth start up
- Lucrative bonus plan

If you feel you are the right candidate, please send your resume to careers@hooklogic.com.