

## **Job Description as originally posted**

### **Join Our Team**

Denominator fosters a unique culture that encourages its people to grow and expand their role commensurate with their capabilities. In a fast-paced environment that is centered on delivering client value through strong market analytics, Denominator associates and leaders have the opportunity to work with the top brands and companies on the planet. If you are looking for boundless opportunities and a culture where your progress is gated only by your effort and performance, Denominator may be your ideal fit.

### **Enterprise Sales Director - Retail (West or Midwest Regions)**

Denominator is a data and technology company reinventing market research. Headquartered in Chicago, IL, Denominator has 1,600 employees worldwide. The company blends proprietary data with advanced technology to create unique insights for the market research industry that has been slow to change. The majority of Fortune 100 companies are Denominator clients.

### **Job Description**

As an Enterprise Sales Director in our Retail vertical, you will have the opportunity to work with some of the world's most iconic retailers to help bring to life their advertising, marketing, pricing, and consumer insights strategies through Denominator's rich portfolio of solutions and insights. The Enterprise Sales Director will develop and bring solutions, insights and communicate our value proposition to all our retail prospects and current clients. This role will partner with multiple cross-functional teams in a fast paced and collaborative environment to drive new revenue growth at existing clients and create demand for new logo revenue.

Our most successful Enterprise Sales Directors develop winning account strategies for the growth of their assigned territories by prioritizing and profiling their assigned accounts. These strategies include analysis and identification of C-level and other senior-level key decision makers and influencers within and across each buying center as well understanding key business questions we can help answer and solve with our solutions.

Job Duties include:

- Continuing or igniting growth at the largest retailers in the industry
- Generate leads through professional networking, attending trade shows and social selling techniques
- Prospect and build new business pipeline in assigned territory
- Build strong relationships with clients and prospective clients by creating trust and confidence at multiple levels within all key focus areas in the organization
- Uncover and develop client business needs based on Denominator's unique Point of View and set of comprehensive capabilities and solution sets
- Articulate and demonstrate the value of our solutions individually and as a unique set of connected capabilities
- Lead the complete sales cycle from opportunity identification to contract negotiation across all product lines by working with clients, prospects, and internal teams

### **Skills & Requirements**

- Bachelor's degree or Master's degree (preferred)

- 5+ years of new business sales individual contributor experience selling into consumer products and retailers with particular emphasis on building new relationships and opening new accounts
- Proven ability to interact and drive relationships at the C-level
- Deep understanding of multiple facets of retailer and consumer products with prior experience selling into marketing, advertising, market research, category management, shopper, or consumer insights buying centers
- Understanding of household panel data (NPD, Nielsen and/or IRI) is a plus
- Familiar with enterprise software applications and services designed for the retail and consumer goods industries (e.g., Nielsen, IRI, NPD)
- Functional knowledge or previous use of CRM tool (Salesforce.com a plus) and its use for updating accounts, opportunities, and deal stage
- Deep understanding of the sales process with the ability to engage senior level executives in strategic meetings to ensure top-down alignment regarding strategy and objectives
- Strong negotiation skills
- Skilled at building and managing customer relationships, including stakeholder management
- Proven record of strong sales results where the individual has met and/or exceeded annual goals
- Strong oral, written, and presentation skills
- Exceptional Microsoft Office (PowerPoint, Excel, and Word) and G Suite skills
- Collaborative mindset

## Job description highlighted for mentions of Retail or Consumer

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## **Job description highlighted for mentions of C-level or senior level**

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## Job description highlight for mentions of Sales skills

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