



JOB DESCRIPTION

POSITION TITLE: SALES HEAD

REPORTING RELATIONSHIPS

ACCOUNTABLE TO: LAS CASAS GAMING INC.

REPORTS TO: MARIA CELERINA GALLARDO III

Role Overview:

As the Sales Head in a gaming industry, you will be responsible for driving the sales strategy, managing a dynamic sales team, and achieving revenue targets. Your role will involve overseeing the sales operations in all gaming sites, building and maintaining relationships with key clients, and identifying new business opportunities to ensure the company's growth in a competitive market.

Key Responsibilities:

1. Strategic Planning and Execution:

- Develop and implement sales strategies that align with the company's objectives and market opportunities.
- Set comprehensive sales goals for growth and profitability.
- Monitor and analyze sales performance metrics and adjust strategies as needed.

2. Team Leadership:

- Recruit, train, and manage a high-performing sales team.
- Provide leadership, mentorship, and development opportunities for team members.
- Foster a culture of success and continuous improvement within the sales team.

3. Client Relationship Management:

- Build and maintain strong, long-lasting customer relationships.
- Understand client needs and provide solutions that meet their requirements.
- Manage key accounts and ensure high levels of customer satisfaction.

4. Market Analysis and Business Development:

- Identify and pursue new business opportunities and markets.
- Conduct market research to stay updated on industry trends and competitor activities.
- Develop and maintain a robust pipeline of business opportunities.

5. Sales Operations:

- Oversee the sales budget and allocate resources effectively.
- Implement and optimize sales processes and tools.
- Ensure accurate and timely reporting of sales metrics and KPIs.

6. Collaboration and Communication:

- Work closely with other departments (Marketing, Product Development, Customer Support) to align efforts and achieve business goals.
- Communicate effectively with senior management regarding sales performance and strategic initiatives.

Qualifications and Skills:

- Bachelor's degree in Business Administration, Marketing, or a related field (MBA preferred).
- Proven experience of 3 years or more as a Sales Head or in a similar senior sales role, preferably within the gaming industry.
- Strong leadership skills with a track record of managing and motivating a sales team.
- Excellent communication, negotiation, and presentation skills.
- Deep understanding of sales performance metrics and tools.
- Ability to analyze market trends and make data-driven decisions.
- Strong network within the gaming industry is a plus.



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