Vice President of Sales & Customer Success

Type: Full-time, exempt
Experience: Senior Level
Salary: $100,000 - $120,000 Base salary per year, plus Variable
OTE: $150,000 - $200,000+ First year
Schedule: Monday - Friday

Who is Forecasa?

Forecasa is a seasoned startup (est. in 2020) based in Philadelphia that provides enterprise B2B SaaS business intelligence solutions to the Real Estate / Mortgage Lending space. We specialize in aggregating disparate public data and then develop advanced technologies to clean, normalize, and visualize this information, enabling our customers to plan and execute strategic business decisions.

Why this position?

We're looking for someone that wants to roll up their sleeves and jump into a small, fast moving company with near limitless opportunity to run and expand a sales org. Our company has been growing well using the founder-led sales model, but are ready to take things to the next phase. Forecasa is looking for someone that can lead our Sales and Customer Success team to seek out new business and maintain a high level of customer satisfaction. This position will report directly to the CEO, but work closely with other members of the company to achieve our revenue and retention goals.

What will it take?

Responsibilities:

- Manage the Sales and Customer Success team
- Drive sales and revenue generation activities on a national scale, with a focus on strong growth of new business, while maintaining high customer satisfaction to minimize churn
- Navigate complex deals through a structured sales process, with support from the rest of the Forecasa team
- Regularly monitor, track, and report on key performance indicators (KPIs) to identify areas for improvement and measure the effectiveness of sales strategies and coaching interventions
- Collaborate cross-functionally with marketing, product development, and other departments to ensure alignment and support for sales initiatives
- Assist with planning and execution of GTM strategies for new products or verticals
- Form strategic relationships, with occasional travel to industry conferences and events

Team Leadership:

- Coach and mentor individual team members, providing personalized guidance and support to help them achieve their full potential
- Foster a collaborative and supportive environment where individuals feel empowered and motivated to take ownership of their success
- Develop and implement a structured performance management system that incentivizes and rewards achievement and accountability

Sales Innovation:

- Embrace a data-driven approach to sales innovation, leveraging market insights, customer feedback, and performance analytics to inform the development and implementation of sales initiatives that maximize ARR growth
- Encourage and support a culture of continuous learning within the sales team, promoting the exploration of new ideas and technologies to improve sales effectiveness
- Stay abreast of industry trends and emerging technologies to identify opportunities for innovation and adapt our GTM strategy accordingly

Qualifications:

- 5+ years of experience in a SaaS sales leadership role, with a proven track record of driving revenue growth and retaining customer satisfaction
- Strong understanding of B2B SaaS sales methodologies, like Sandler or the Challenger Sale
- Proficiency in Salesforce, or other similar CRM
- A strong analytical mindset and the ability to leverage data to drive decision-making
- Degree or equivalent relevant experience required. Experience will be evaluated based on the core competencies for the role (e.g. extracurricular leadership roles, military experience, volunteer roles, work experience, etc.)

Benefits:

- Join the early stages of a quickly growing SaaS company
- The chance to make a real impact on Forecasa's success
- Competitive base salary with variable compensation, and room to advance
- Company paid Medical, Dental, Vision, and Life benefits
- Unlimited PTO
- Paid holidays

Website: www.forecasa.com
LinkedIn: https://www.linkedin.com/company/forecasa