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# Example of Director, Sales Support Job Description

Our innovative and growing company is looking to fill the role of director, sales support. Please review the list of responsibilities and qualifications. While this is our ideal list, we will consider candidates that do not necessarily have all of the qualifications, but have sufficient experience and talent.

## Responsibilities for director, sales support

* Anticipate and evaluate upcoming product and support challenges based on ongoing in-depth user experience assessment
* Defines and manages the Business Banking sales distribution model, including sales performance management, definition of the sales process and the training strategy
* Coordinates with partners in retail to provide additional sales support functions including setting the IP strategy and ensuring its delivery to the field and managing the roll-out of key product changes and marketing events to the field
* Leads and executes development and ongoing coordination regarding complex, large-scale strategic initiative(s), including the Advance Program to facilitate growth and generate new business opportunities to increase revenue with existing clients
* Coordinates workstream owners across Business Banking, Consumer Banking and across the bank to ensure effective implementation
* Manages a cross-functional team through influence management techniques
* Defines the product and service offerings strategy
* Coordinates implementation and execution in conjunction with the Retail Product delivery team
* Reviews and recommends pricing strategies
* Designs and delivers sales campaigns in conjunction with marketing to maximize acquisition, cross-sell and client retention

## Qualifications for director, sales support

* Identify opportunities for ongoing improvement opportunities within all supported applications including Customer Assist, CONNECT, Apstar, SmartApp, Loan Trac
* BS Degree required, Concentration in Business Administration / Marketing preferred
* Minimum of 5 years experience in the Cell Culture market required
* Minimum of 5 years of experience in a senior Marketing leadership role required
* Proven marketing leadership capabilities in B2B environment
* Experience in building integrated and effective teams