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# Example of Sales VP Job Description

Our innovative and growing company is searching for experienced candidates for the position of sales VP. 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 sales VP

* Maximize 3rd party vendors, consultants and partners (e.g., Jim Doyle and Associates/Sharebuilders/Media Monitors, ) that assist in achievement of revenue goals
* Drive demand through development of unique non-spot initiatives, station projects, category opportunities
* Report with accuracy on projected station and market revenues
* Evaluate, hire, retain and develop sales staff
* Create and execute a plan to build a positive sales reputation within our industry and market
* Overall responsibility for profitable US, Asia Pacific and Central America sales growth of the brand
* Manages all aspects of business relationships maintaining pro-active and positive customer relations and ascertaining that a world-class level of customer and product service is provided
* Responsible for analyzing current business and forecasting future growth providing product and sales input to direct future product development
* Provides leadership and develops human capital
* Manages preseason sales plan and implements (season objectives, sales meeting, major account appointments, major account negotiations)

## Qualifications for sales VP

* Previous management sales experience
* The ability to lead change
* Knowledge of how ad agencies, marketing/promotion companies and direct clients operate
* Experience with and an understanding of the digital/new media world is critical
* Thorough understanding of current events, local businesses and business issues in Miami-Dade/Broward county and surrounding areas, plus thorough knowledge of Hispanic marketing trends
* A results-driven focus and a detail-oriented mindset are necessary