

mobileStorm Role Scorecard

Position: Sales Coordinator (Sales)

**Hiring Manager: Darren Withers – VP of Operations & Business Development –
mobileStorm**



JAN 2015

Role Scorecard

Functional Role:	Sales Coordinator
Date scorecard updated:	December 23, 2014
This role reports to:	Darren Withers, VP of Operations & Business Development
Mission of Company:	mobileStorm's goal is to create the most intelligent communication platform on the planet. We provide a cloud-based mobile communication platform that helps organizations reach consumers in multiple ways. By combining technology and expertise we enhance our customer's communication relevancy. Relevant communication is the fuel that helps drive an organization's goals whether it's in driving revenue or reducing costs.
Purpose of the role:	The purpose of this role is to support the executive and client services team to streamline the sales process, distribute leads and maintain a small monthly sales quota. This role will be the center point for all sales activities, internal and external. At our core we are a service-centric organization and you will be the first point of contact for many incoming customers and current customers looking to create a greater consumer experience in the marketplace. Outgoing attitude and fearlessness are required.

Role Accountability and Performance Requirements: (review every quarter)

Key Duties:	<ul style="list-style-type: none"> ❖ Respond promptly and professionally to all inbound leads including contact requests, content downloads, webinars, tradeshow, etc. ❖ Support targeted outbound sales effort in key identified verticals via phone calls, emails and social media ❖ Thorough and accurate sales qualification of all leads to identify decision makers in late stage buying mode ❖ Demonstrate mobileStorm value proposition and system capabilities by performing platform presentations to sales qualified prospects ❖ Consultative selling activity to assist new prospects in identifying key pain points and applicable mobileStorm solutions ❖ Leveraging social media to create new relationships with prospects ❖ Assist management in developing key sales aids and best practices ❖ Promote mobileStorm culture within the company and the marketplace ❖ Work closely with client services to expedite onboarding process for new clients and handle administrative tasks to support client services new business efforts ❖ Manage lead flow, update records, draft proposals and generate reports under the supervision of the client services team and CEO
--------------------	---



- ❖ Participate in chat and email support for mobileStorm clients
- ❖ Schedule meetings and demos on behalf of all client services staff and CEO with high-level prospects
- ❖ Participate in monthly webinars to include demos and presentations
- ❖ Aid client services team with managing events at key conferences/trade shows (travel required)

Company Core Values:

Maintain Integrity at all Costs – Integrity is how we’ve stayed in business and why we’ll continue. No matter what the situation, always do the right thing.

Make Decisions – We believe decisions should be made by those closest to the issue or those most affected by it. Top down management is old school; make decisions on your own, but ask the advice of others before executing it.

Practice Transparency – Share all kinds of information, often. A transparent organization is a trustworthy one.

Be Successful – Success comes from hitting your goals on a consistent basis. Have a plan for “how” you’ll hit your goals and evaluate often; that way you always know where you stand.

Remember to Laugh – If it’s truly the best medicine, then we’re abusing our prescription. Laughter is your fuel to get through the good times and the bad.

No Surprises – No one likes to be surprised, so communicate effectively and “get people ready.” These are the keys to running an effective organization.

Provide Customers with a Legendary Experience – Happiness, honesty, company support, empathy, and solutions are the core principles of what we like to call “Legendary Customer Service.” Give your customers an experience that will become a thing of legend.

Work Hard, and Have Lots of Fun – We believe that fun cannot be had without work, and work cannot be done without fun. Make sure you always balance the two, or you won’t be able to live up to the other core values.

ABL (Always Be Learning) – Smart people can add value in any situation. The more you educate yourself, the more valuable you will be to everyone around you.

Don’t Just Create . . . Innovate – A unique offering provides a competitive edge. Make sure you always spend a portion of your time thinking about how mobileStorm can set the standard.

Know the Facts – Good data helps you make the right decisions. Know before you decide.



Key Performance Indicators:

* There may be some additional KPIs created and agreed to before offer is made

KPI #1			KPI #2	
Achieve Monthly Recurring Revenue (MRR) Quota	Ranges		Maintain active pipeline goals	Ranges
Going great	≥ 90%		Going great	≥ 90%
Slipping	≥ 70%		Slipping	≥ 70%
Failing	< 70%		Failing	< 70%
KPI #3			KPI #4	
Accurately Maintain CRM Database	Ranges		Demonstrating & supporting core values	Ranges
Going great	Yes		Going great	≥ 75%
Slipping	Kind of		Slipping	≥ 60%
Failing	No		Failing	< 60%

Recruiting Requirements:

Behavioral Competencies:
(not in order)

1	Strategic Thinking	2	Persuasion
3	Decision Making	4	Integrity
5	Resourcefulness/Initiative	6	Time Management
7	Independence	8	Customer Focused
9	Presentation Skills	10	Negotiation Skills

Qualifications:

- One (1) year+ of experience in sales and/or project management within the marketing or technology services arena. SaaS experience is a plus.
- College degree required
- Prior Experience with email, mobile, and social media marketing preferred
- Experience with Casino, Nightlife, Hospitality, Retail/e-Commerce and Agency preferred
- Experience with salesforce.com, Facebook, Excel, Word, Powerpoint & Outlook
- Some understanding of digital marketing strategies and how it can drive ROI for clients
- Must have a LinkedIn account and be actively engaged in building a network of contacts

Skills / Abilities / Talents:

- Extreme patience, ability to listen, a sense of humor and a controlled tenacity for



delivering results is a must.

- Must have strong sense of urgency and experience working with internal and external member teams
- Ability to think creatively and excellent problem solving skills
- Can take charge and thrive in uncharted territory or ambiguous circumstances
- Strong analytical skill set to decipher client needs and recommend solutions

Previous Experience:

The center of the bulls-eye candidate is an up and coming Sales rockstar with passion for selling SaaS solutions to small-to medium-sized and enterprise level businesses. The ideal candidate will have a strong background in selling email, mobile, and social marketing solutions.