

## **Job Title: Sales Director, TOLA**

### **Company Description:**

CriticalArc is a rapidly growing SaaS firm that designs and delivers SafeZone™, a unified safety, security, and emergency management solution that provides Safety Everywhere™ for an organization's people, wherever they have a duty of care. SafeZone enables real-time coordination and response to incidents of any scale, empowering organizations to respond faster and more effectively. The solution also provides operational insights to streamline day-to-day operations and improve team performance. Quick to deploy, scalable, and easy to use, SafeZone is transforming how leading organizations manage the safety of millions of people every day.

### **Job Summary:**

The primary objective for this role is to profitably grow sales in the Higher Education sector, as well as other sectors, by acquiring new accounts through direct sales. CriticalArc is seeking an experienced B2B sales professional with proven success in selling complex solutions and technologies into enterprise companies. The selected candidate will ideally reside in the Texas area (other locations will be considered) and will have the flexibility to work remotely when not traveling for business (estimated travel is 40%).

### **Key Responsibilities:**

- Understand, quantify, and substantiate CriticalArc's value proposition, customized for each prospect.
- Effectively prospect for and qualify leads to prioritize and maximize efficiency throughout the sales cycle.
- Proactively identify, cultivate, and prioritize target accounts, conduct demos, generate proposals, close deals, and foster referrals.
- Develop strategies to engage all major stakeholders at the senior executive, VP, and Director levels.
- Navigate complex and challenging organizational environments within each client.
- Manage daily and weekly activities, pipelines, forecasts, and closed deals to ensure consistent above-quota results based on successful pipeline management.
- Support regional business development activities and marketing events as required.

- Support and enhance an outstanding team-oriented, entrepreneurial global culture.
- Foster industry relationships, focusing on developing relationships while educating the market.

### **Qualifications:**

- Proven experience in sales and business development.
- Strong communication and negotiation skills.
- Ability to build and maintain client relationships.
- Experience with CRM software and sales tools.
- Excellent time management and organizational skills.
- Self-motivated and results oriented.
- Ability to work independently and in a team.
- Bachelor's degree in Business, Marketing, or related field.
- Knowledge of the safety and security industry is a plus.

### **Preferred Knowledge & Experience:**

- 7+ years' experience in selling enterprise software solutions in a consultative B2B environment, including complex accounts, with a verifiable and tangible track record of meeting/exceeding quota.
- Disciplined and self-motivated hunter, an expert in complex, consultative, and strategic selling to specific personas and decision-makers, including VPs and C-level executives.
- Skilled at business planning and diligent at measuring and communicating progress towards the plan, identifying roadblocks, and coming up with appropriate resolutions.
- Proven track record in protracted sales cycles.
- Passion, energy, and intellectual curiosity to implement quality technical solutions.
- Customer service-minded, focused on addressing needs and fulfilling commitments, and skilled in the consultative approach to solving problems.
- Able to clearly articulate problems, solutions, risks, and rewards (written and verbal).
- Passionate about technology with a strong understanding of how businesses can be enabled through technical solutions.
- Experience in the physical security industry, particularly with a software or service-based solutions provider.
- Experience selling into the higher education verticals.

- Previous experience working for early-stage companies and bringing a new type of offering to market.
- Success in selling to large Higher Education clients.

**Workplace and Benefits:**

Competitive salary and uncapped OTE, Healthcare and 401K (6% match). You will join a team of smart, passionate people who like to work hard and have fun together disrupting markets. CriticalArc provides equal employment opportunities (EEO) to all employees and applicants without regard to race, color, religion, sex, national origin, age, disability, or genetics. We prohibit any form of workplace harassment related to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, or disability.

**To apply, please email your resume and cover letter to [anne@criticalarc.com](mailto:anne@criticalarc.com)**