



## Sales Strategy Director Position – Profile/Job Description

### **Position Background and basic requirements:**

Truth Technologies, Inc. (TTI) was founded in 1996 as a premier provider for anti-money laundering (AML)/know your customer (KYC) software solutions. One of the first companies of its kind and one of the pioneers of utilizing Software as a Service (SaaS) applications to assist customers around the globe. TTI is a relatively small company at the moment, but is growing quickly.

TTI is preparing to build a new sales team to support the release of a brand-new product. The new Sales Strategy Director will be responsible for building and managing this team, with the opportunity to control strategy and implement workflows and processes.

The position is located in Naples (FL). Although many meetings with clients are done virtually, having sales employees physically attend the main office is very important at TTI.

The successful candidate must have a passion for communicating with others over the phone, via email, over social media networks, or over video conferencing. The candidate must be very comfortable speaking and presenting software over video conferencing. Communication with co-workers at TTI is also extremely essential, as the individual in this position will be responsible for leading a team and working with co-workers from other departments at times. Some of the technical staff may not always be in the main office, so the candidate must be able to convey essential messages effectively even virtually.

Experience with business-to-business (B2B) sales is necessary, as the vast majority of TTI's customers are corporate businesses. Candidate should be comfortable dealing with large organizations and small mom-and-pop stores. The Sales Strategy Director will be responsible for analyzing new opportunities by becoming conversant with the industry and market trends.

The candidate must also be very well organized and a master at interfacing with the company CRM (SalesForce).

The candidate will become very familiar with AML/KYC processes, any relevant compliance or financial experience or certifications, like CAMS, are considered a plus. Training will be provided.

Technical knowledge will be a necessary skill of the candidate, as the position requires the ability to schedule & host virtual meetings. The candidate must be able to demonstrate TTI's SaaS product over these virtual meetings and be able to explain some of the basic technical terms (such as batch uploading, APIs, and server management) to customers. The candidate will also be expected to have the ability to create visually appealing documents (such as price quotes, agreements, marketing materials) to be sent to customers.



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AML/KYC: through both in-house and external training, the ideal candidate will become conversant with the various markets of the AML/KYC regulations across the world, while also understanding the role and responsibilities of Compliance Officers.

The candidate will also be expected to provide the customer's & prospect's feedback to TTI's technical team to ensure that TTI's products, features, and offerings improve by including the needs and remarks collected during conversations between the candidate and prospects/customers.

The bulk of TTI's customers are located in North America, the Caribbean, Europe and Central and South America, hence the advantage of speaking both English and Spanish; additional popular languages (such as Arabic, Chinese and Hindi) are considered a plus.

The successful candidate will be able to open new markets for TTI and help to generate leads for themselves and their team. They will be responsible for marketing campaigns towards a broad industry, as well as targeted campaigns towards a specific business or organization.

The candidate will be creative, have great initiative, and be able to think outside the box. Expectation of ability to enter previously unexplored markets, generate brand-new business, and obtain valuable partnerships are all expected outcomes from the candidate.

### **Summary of Tasks & Activities**

The tasks in this position are summarized as:

- Inside Sales:
  - Determine strategy for marketing campaigns, including being responsible for the creation of the initial message/plan and overseeing the success of each campaign.
  - Develop strategic sales plan to maximize the introduction of new products and partnerships.
  - Develop, oversee, and manage a sales team.
  - Identifying individual targets and a plan for prospecting and pursuing a sale with that target.
  - Social media marketing suggestions and campaigns.
  - Responding to incoming requests from potential clients, then monitoring these requests.



- o Generation of prospects & new markets.
- o Virtual meetings to demonstrate products and services.
- Sales administration:
  - o Keep detailed notes on leads, activities, prospects, and customers by uploading to Salesforce CRM
  - o Sharing detailed, organized information or documents with other members of the team
  - o Following and creating workflows, in both sales and documenting processes
  - o Participation in expos, webinars, and conferences