

**Position Title:****Business Sales Manager****Position Summary:**

The Business Sales Manager is responsible for leading CLtel's business revenue growth through a combination of direct sales leadership, account management oversight, and go-to-market execution. This role serves as a player-coach, driving new customer acquisition while developing and supporting a high-performing sales and account services team.

The position oversees all business customer relationships, ensuring delivery of tailored telecommunications solutions—including Voice, Data, Internet, and Hosted PBX—to small and medium-sized businesses. The Manager is accountable for achieving sales targets, improving customer retention, driving new customer acquisitions, and strengthening CLtel's position as the preferred local provider.

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**Key Responsibilities:****Sales Leadership & Revenue Growth**

- Develop and execute sales strategies aligned with company growth objectives
  - Own and drive business revenue targets across SMB and enterprise segments
  - Maintain a personal sales pipeline and close key strategic opportunities
  - Monitor performance metrics and adjust tactics to improve conversion and growth
  - Drive consistent new customer acquisition while ensuring alignment with long-term customer value and fit
  - Lead, coach, and develop the Sales and Business Account Executives, setting clear expectations and fostering a culture of accountability and performance
  - Partner with marketing and operations to refine product positioning, drive adoption of bundled solutions, and identify new market opportunities
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## **Customer & Relationship Management**

- Oversee key business relationships to ensure high levels of satisfaction and retention
  - Support the team in managing the full customer lifecycle—from acquisition through renewal and upsells
  - Engage directly with high-value or at-risk accounts as needed
  - Ensure consistent follow-up, service quality, and proactive communication
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## **Sales Operations & Process**

- Oversee pipeline management, forecasting, and reporting accuracy
  - Ensure effective use of CRM tools and disciplined sales processes
  - Track key metrics (pipeline health, win rates, churn, ARPU growth)
  - Continuously improve sales processes and customer experience
  - Ensure alignment with operations and service delivery teams so that commitments made in the sales process are consistently met
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## **Culture & Community Leadership**

- Ensure the team delivers a high-touch, relationship-driven experience consistent with CLtel's local presence
  - Represent CLtel in the community, building trust and long-term relationships with local businesses and stakeholders
  - Balance growth objectives with long-term customer relationships, reputation, and community impact
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### **Knowledge, Skills, and Abilities:**

- Strong leadership and coaching capability with the ability to motivate and develop a team
  - Proven ability to drive revenue growth and manage a sales pipeline
  - Deep understanding of solution-based selling in telecommunications or technology
  - Excellent communication, negotiation, and presentation skills
  - Demonstrated ability to prioritize long-term customer value over short-term wins
  - Ability to balance strategic thinking with hands-on execution
  - High level of accountability, organization, and attention to detail
  - Proficiency with CRM systems and Microsoft Office applications
  - Valid driver's license required for customer visits
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### **Education and Experience:**

- 5–10+ years of sales experience, preferably in telecommunications or technology
  - Prior leadership or team management experience strongly preferred
  - Demonstrated success in selling to small and medium-sized businesses
  - Bachelor's degree preferred
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### **Physical and Environmental Requirements:**

Physical Requirements: The employee must be physically able to regularly sit and work at a computer; reach above shoulder heights, lift as required to file documents or store materials throughout the workday, and may require lifting up to 25 pounds.

Workplace Environment: The usual indoor environment is in a temperature-controlled space, generally subject to some noise level associated with customer transactions, telephone conversations, and interaction between employees, customers, and suppliers.

***\* All CL Tel job descriptions are to be used as general guidelines for each job and are subject to periodic review and change as warranted. \****

**5-7-26**