



DIRECTOR, SALES & FIELD SERVICES

PADI, the world leader in Scuba Diver Training, has an immediate opening for a full-time **DIRECTOR, SALES & FIELD SERVICES** at our corporate headquarters in Rancho Santa Margarita. PADI offers its employees a competitive salary, excellent benefits, generous time off and a great working environment.

PADI is an Equal Opportunity Employer and has been voted one of the Top Workplaces in Orange County in 2008, 2009, 2010, 2011, 2012 and 2013.

ABOUT THE JOB

The Director of the Sales and Field Services department is responsible for achieving the sales goals of PADI Americas. This includes sales to Dive Centers, Resorts, individual members, and sales via electronic commerce. It is the Director's responsibility to lead the Regional Manager Team and Inside Sales Team toward the goal of steady and effective growth of income from the sale of products and programs for PADI. This growth is primarily achieved through growth in entry level and continued education certifications completed by the membership and increasing sales dollars per certification. Coordinates and utilizes the appropriate company resources to develop solutions that make members more profitable and insures future growth for PADI Members and PADI Americas overall. Coaches and directs the sales team to implement strategies and tactics to achieve the six Key Performance Indicators (KPI): sales dollar, entry level cert growth, continued education certification growth, Professional Member growth, Retail and Resort Association member growth, and eLearning (digital media) growth.

DUTIES AND RESPONSIBILITIES:

- Meets or exceeds merchandise and PIC sales as budgeted.
- Work with PADI Retail and Resort Executive to plan and execute an aggressive competitive acquisition strategy.
- Directly supervise, manage, and coach with passion and skill, the Regional Managers and Sales Manager, towards reaching prescribed goals.
- Effectively coordinate and network with Director of Marketing, Director of Communications and Manager of Sales to direct and implement sales promotions.
- Collaborates with Vice President, Sales and PADI Retail & Resort Association to propose annual sales income goals for PADI Americas.
- Insure execution of sales plans and programs, both short and long range, to insure profit, growth and expansion of company products and/or services.

- Through in-depth analysis, evaluate sales performance by region to marketing, sales, and acquisition programs recommending and implementing timely adjustments to recharge market and competitive conditions.
- Mentor Regional Managers and Inside Sales Reps to gain an in-depth understanding of their customers and apply that knowledge to grow their customer's businesses.
- Demonstrate a working knowledge and be able to train staff and make recommendations to members on the latest social and digital communications media, to include, but not limited to; Facebook, You Tube, Twitter, Scuba Earth, Google, website design and optimization, email marketing and promotions.
- Working in conjunction with Regional Managers, Inside Sales Representatives and the Manager of Sales, create the annual expense budget for Regional Managers and Sales Department.
- Understand and maintain a basic knowledge of POS/CRM tools including EVE.
- Effectively network within the organization with a positive attitude.
- Travel in the field with Regional Managers (minimum 30% travel).
- Direct the formulation of the annual price list.
- Provide leadership and consultation on various committees within the company.
- Responsible for staffing the department effectively.
- Conduct regular performance reviews (minimum of 1 annually) to insure team members understand and have required tools necessary to attain their goals.
- Working in conjunction with the Vice President of Sales, PADI Retail and Resort Association and Manager of Human Resources, ensure compensation structures for the Regional Manager and Sales Teams are performance-based, current and appropriate, motivational, and provide the proper incentive for the individuals in the department to reach and exceed their goals.
- Directly supervise the Regional Managers for PADI Americas (including Canada), Manager of Sales, and Secretary IV.

EDUCATION and/or EXPERIENCE

- Bachelor's degree (B.A.) from four-year College with degree in business.
- Formal sales training.
- Prior experience managing an outside and/or inside sales team.
- A track record of setting and achieving sales goals.
- Extensive dive store retail experience (management/ownership preferred).
- Experience as a PADI Regional Manager or PADI Sales Manager desired.
- PADI Course Director rating preferred
- Experience in International business.
- Strong working knowledge of implementing PADI Business Academy concepts into retail dive store and resorts
- Political astuteness.
- Good public speaking abilities.
- Ability to function effectively in non-structured situation.
- Excellent organization and administrative skills.
- Strong business writing skills.
- Computer skills to include Web browsers, eletters, Microsoft software, Hand Held PC's, Laptops, wireless communications technology.
- Strong commitment to serve the goals and direction of PADI Americas.

This position is located at PADI's Rancho Santa Margarita, CA headquarters.

If you meet these requirements please e-mail your resume & salary requirements to jobs@padi.com.
To learn more about our company visit us at www.padi.com.