Sales Director - Public Safety / Critical Communication Systems

United States · Full-time · **$140k–180k**

Sales Director - Public Safety / Critical Communication Systems
Location: East Coast, US (near Lynchburg, VA preferred)
Salary: $140,000 - $180,000 Base + Uncapped Commission (Based on Individual & Team Performance)
Benefits: 100% Employer-Paid Medical (Select Plans), Retirement Plan w/match, Vacation, Holidays
Job Type: Full-Time | Home Office + Travel
Typical Hours: Monday – Friday; evenings and weekends as needed
Travel: Up to 50%, primarily domestic (8-10 nights/month); potential international travel
Travel Expenses: Travel & Mileage Reimbursement
Start Date: ASAP
Sponsorship is not available
Relocation assistance negotiable

Sales Director - Public Safety / Critical Communication Systems Description

Our client in the critical communications technology industry is looking for a hands-on Sales Director to lead their sales organization. Reporting directly to the President, you will drive revenue growth, expand distribution channels, develop new business, and manage a small sales team while maintaining your own portfolio of accounts. Our client is looking for someone with experience selling complex technology solutions within public safety, government, utilities, or related markets who enjoys developing new business as much as leading others. To be successful, you must be resourceful, technically knowledgeable, and comfortable taking a hands-on approach in an entrepreneurial environment. As the industry transitions from traditional land mobile radio (LMR) systems to broadband communications, this is a great opportunity to influence the direction of an established technology company, help modernize how first responders communicate, and enjoy uncapped earning potential.

Sales Director - Public Safety / Critical Communication Systems Responsibilities

- Develop and execute sales strategies across existing and emerging markets
- Lead, coach, and grow a sales team of 2-3 employees
- Manage key accounts and meet individual and team revenue targets
- Prospect for new business and advance existing sales opportunities
- Expand relationships with wireless carriers, dealers, and channel partners
- Establish sales quotas, performance metrics, and incentive plans
- Maintain accurate sales forecasts, pipelines, and CRM records
- Collaborate with engineering and marketing on customer-driven solutions
- Oversee pricing, proposals, presentations, and sales negotiations
- Represent the company at trade shows, customer meetings, and industry events

Sales Director - Public Safety / Critical Communication Systems Qualifications

- 7+ years of combined direct sales and sales management experience required
- Experience selling complex technology systems to mission-critical markets required
- Proven success in new business development and prospecting required
- Experience developing and growing channel partner relationships required
- Experience managing complex sales cycles, pipelines, and forecasts required
- Ability to understand and independently present technical solutions required
- Ability to travel overnight up to 50%, including visits to headquarters, required
- Valid passport or ability to obtain one upon hire required

Apply: https://twonice.hire.trakstar.com/jobs/fk0zad3/?apply=true

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