

## Vice President (VP) of Sales

**Job Type:** Full Time  
**Location:** Remote  
**Reports to:** CEO / CRO (to be hired)

### Company Overview

First Performance powers subscription management and card engagement as a turnkey API solution to leading processors and banks across the world.

First Performance is a global company headquartered in Midtown Atlanta's hub of technology and innovation and has offices also in Santiago, Chile and Sao Paulo, Brazil. We are backed by some of the largest and most respected financial and corporate investors including MasterCard, Fiserv/First Data, RRE Ventures, Synchrony Ventures, Regions Bank, and Thandorf Ventures.

Everyone at First Performance brings purpose and passion to work every day. Our teams are small, dedicated and collaborative. Individuals are given ownership and accountability for their work. Our company is not just about technology, it's about people. If you love to invent, have an entrepreneurial spirit, and strive for operational excellence, we want you on our team!

### Position Description

As VP of Sales, you will be responsible for driving new revenue through net new relationships and cross selling First Performance's products into the region you manage. Your success in this role will be based on quota attainment and inorganic growth. We are pursuing highly motivated individuals who display strong achievement orientation, intellectual curiosity, openness, resilience, diligence, and the ability to effectively marshal resources. If this sounds like you, please read on.

### CRITICAL OUTCOMES EXPECTED

- The VP of Sales is responsible for understanding the customer's business needs in detail and aligning their needs with appropriate solutions to proactively drive new sales and growth opportunities
- Meet and exceed quarterly and annual quotas and key metrics
- Manage the entire sales cycle including prospecting, outreach, qualifying, pitching, and closing business
- Maintain accurate and up to date records in Salesforce at all times, including activity logs and pipelines
- Seek ways to constantly improve, absorb and apply coaching from management to field activities
- Make a highly positive impact on culture/teamwork, work well others, share learnings, build trust, and lead by example

### DUTIES AND RESPONSIBILITIES

- Drives revenue growth of First Performance products and solutions by meeting or exceeding both new sales and retention goals on a quarterly and annual basis
- Pursues net new business through a high volume of strategic prospecting
- Analyze customer needs and develop strategies tailored to each organization
- Maintains, develops, and grows a rigorous pipeline, with accurate forecasting
- Negotiates and closes complex customer contracts

- Contributes to the development of new sales revenues by identifying potential sales, conducting pre-sales calls, delivering customized presentations, creating written proposals, and providing subject-matter expertise
- Builds strong "trust" relationships with clients at multiple levels, including users, key contacts, managers, and business leaders, to increase revenue and sales opportunities
- Collaborates with internal stakeholders to identify cross-sell opportunities
- Captures and records customer information and sales activity data into customer relationship management (CRM) system and appropriate business systems
- Maintains and reports regularly on a pipeline of sales activity, revenue forecasts and closing timetables
- Obtains competitive information during daily contacts and distributes as appropriate so as to develop new and improved sales and product strategies
- Proactively work with internal support groups to ensure a coordinated and effective sales effort
- Assist in establishing product development priorities based on customer experience
- Dedicates personal time to continuous learning, identifying, and applying best practices and constant improvement

## **QUALIFICATIONS**

- 5+ years of experience in B2B sales, customer success, relationship management, and/or account management in the financial service industry (with a team carrying a quota)
- Proven track record of successfully carrying quota as an individual contributor
- Track record of promotion, preferably at a fast-growing company
- Proven consultative sales abilities across multiple departments and influence all levels within an organization; willingness to collaborate and bring in appropriate resources to close sales
- Comfort using data to evaluate hypotheses and to communicate ideas
- Superior communication, influencing and negotiation skills
- Up to 30% (depending on Covid, etc.) travel domestically and possibly internationally will be required (e.g., conferences, meetings, events)
- Fluent or proficiency in Spanish and/or Portuguese and/or prior experience in similar field (FinTech, Payments, Startups) are a major plus
- Bachelor's degree in Business Administration, Marketing, or Management

## **COMPENSATION**

First Performance provides a full range of benefits for our global employees and their eligible family members.

- Healthcare
- Vision and dental
- Unlimited vacation
- Equity participation in the company
- Short and long-term disability
- 401(k)
- Work from home options

## **COMP PLAN**

2022 is broken into three phases.

Phase 1 (Q1 22'): CoF issuer and digital banking biz dev / sales

Phase 2 (Q2/Q3 22'): CoF + new products in dev biz dev / sales

Phase 3 (Q4/Q1 23'): CoF/subscription management sales.