



297 Nelson Street W
P.O. Box 448
Viriden, MB R0M 2C0
Phone: 1-866-887-3669
Email: careers@rfnow.net

Director of Sales - Residential / Small Business Segments

The DoS leads the development, deployment, and operational execution of various sales channels which RFNOW chooses to deploy to acquire new residential and small business customers and to achieve gross addition targets and market penetration goals. These sales channels include:

- Door-to-door
- Telephone sales both inbound and outbound
- Dealer and retail partners.

The DoS is also responsible to determine the extent to which door to door and telephone sales channels are (1) pursued directly, in-house, or (2) third party enabled.

The key accountabilities for the DoS include the achievement of targets for:

- monthly gross additions,
- market penetration,
- average revenue per new customer (ARPU),
- early tenure churn, and
- cost per gross addition (CPGA)—sales component.

Reporting to the DoS: the DoS will have the opportunity to shape his/her organization based on the nature of sales channels and the mix of sales by channel.

Responsibilities: The DoS will build upon the current internal, door-to-door sales channel, continuing to expand that channel and evaluating the approach to expansion via growth of the internal team or the engagement of third party, door-to-door sales organizations. The DoS will lead the D2D team, developing, coaching and motivating team members to achieve target performance, addressing under-performance, and constantly recruiting new sales talent to the Company.

In addition, the DoS, working with the Director of Acquisition Marketing to evaluate the need to add channel capacity through:

- telephone (Inbound and Outbound) sales; and,
- independent dealers
- retail partners, with store in store, or pop-up store opportunities.

Once the channel mix is agreed upon, the DoS will develop these new channel relationships, identify and on-board channel partners, and manage the performance of those channels.

The DoS will be responsible to report regularly—daily, weekly, and monthly—on the performance of RFNOW's sales channels, and will be required to accurately forecast future performance. basis

For both internal channels and external, third-party channels, the DoS will ensure that there is training in place to ensure that the sales processes and methodologies, and sales engagement with customers reflects positively on RFNOW, and reflects the vision and values of the Company.



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Finally, the DoS will be responsible to collaborate with the Finance team to ensure that there are strong controls over the timely, accurate, and complete payment of incentive sales compensation to both internal employees, and external, third-party channels.

Qualifications:

- Bachelor's degree in marketing or business administration. An MBA in these disciplines would be preferable.
- Minimum of 5-10 years of experience in senior sales leadership
- Telecom industry experience would be preferred
- Excellent written and oral communication skills, ability to work cross-functionally, strong organization, project management skills, and creativity are essential.
- Ability to manage competing priorities and deadlines, work independently and in a team setting, set and achieve goals, and effectively communicate complex ideas.
- Grit, determination, and resilience ... prepared to travel the “100 miles of hard road” in building a new, early-stage business.
- Confidence in presenting his/her ideas and perspectives
- Capable of building a team with the required sales disciplines.
- He/she must be “self-propelled” in terms of developing set of tactical imperatives and taking charge to drive those priorities. Experience working with private equity would be a plus.
- Growth mindset and working in environments of change (and leading this)

If interested, please forward your resume and cover letter detailing your interest and qualifications to careers@rfnow.com .

RFNOW Inc. is an equal opportunity employer. We welcome applications from people from all backgrounds and capabilities. Applicants are welcome request necessary accommodations throughout our employment process.

About RFNOW Inc.

RFNOW Inc. is a successful, dynamic organization with opportunities to grow and specialize in a number of areas within the field of technology and construction including broadband wireless communication, fibre optics, network architecture/maintenance, directional drilling, cable plowing, line locating, tower building, residential and commercial service connections, and heavy equipment operation and maintenance. Learn more at www.rfnow.com .