



Manager, Inside Sales and eCommerce

(Maple Valley, WA)

As CAF's Inside Sales and eCommerce Manager you will bring your creativity and passionate attitude to a dynamic, fast-paced and rapidly growing company. We're looking for a highly driven individual to provide leadership, direction, and support to the inside sales team, overseeing the daily operations of the inside sales representatives as well as a growing eCommerce presence. This person will be responsible for ensuring that the inside sales department runs efficiently while achieving and maintaining established goals. This position will include preparing and completing action plans; implementing productivity, quality, and client-service standards; resolving problems; completing quality audits; identifying client service trends; determining system improvements; and implementing change.

CAF is a rapid growth company that sells outdoor cleaning products B2B to Fortune 500™ direct accounts. Year over year, our sales growth exceeds 20%. CAF takes pride in our unique, down to earth culture with enthusiastic, tireless, tenacious, grounded, yet super-fun employees that are diverse in background and talent. Our culture is customer oriented and sales is key to the growth of our fast-paced company. We believe that customers come first. We have a strong work ethic and are engaged and committed to ongoing success. CAF recognizes the need for balance between work and family – the expected travel is sporadic and up to 10% with weekends home to spend with family and friends. If you get excited about working where you live, driving change, and being an integral part of a growing organization, then CAF is where you should be!

The Manager, Inside Sales and eCommerce reports directly to CAF's CFO, [Derek Zahajko](#), whose data driven mindset and knowledge of this business ensures his department and employees are firmly aligned with CAF's broader initiatives and strategies. Derek's leadership style is one that sets the vision for the team, clearly and compellingly, then steps back and allows the team to work while being available to provide support if required.

Your Core Responsibilities

- You will manage and participate with Inside Sales team in executing *CAF Insides Sales Process* throughout customer lifecycle from lead acquisition, monetizing a sales funnel, and through customer retention.
- You will be responsible for developing, implementing and executing CAF's online sales efforts, requiring coordination with team of internal and external resources.

What You Will Need to Succeed:

- In-depth understanding of the B2B sales process
- Ability to learn quickly, multi-task, as well as work independently and in a team environment
- Interpersonal and relationship building skills required
- Strong organizational, social, written and verbal skills
- Strong computer skills (Word, Excel, PPT)
- Accuracy and attention to detail
- Professional and consistent work habits, strong work ethic, driven to achieve company goals
- Satisfy pre-employment drug testing
- Reside within 15 miles from CAF Office (Maple Valley, 98038)

Top 5 Reasons Employees Recommend CAF:

1. Great culture and solid team values
2. Opportunity to make a significant impact
3. Opportunity for career and personal development
4. CAF is innovative: we're "cleaning up the world!"
5. Be a part of a fast-paced growth company

If this sounds like the challenge you've been looking for, email your resume and cover letter to jobs@mycaf.com

You Might Also Have:

- Proven B2B experience sales or sales management experience
- Experience in Search Engine Optimization (SEO), PPC, CMS, Social Media and Email Marketing
- Understanding of web design and web analytic software
- Experience in marketing and technology
- Proven problem solving and analytical skills
- Experience managing a team of people
- Undergraduate degree preferred

A Preview of Your Day-to-Day:

1. Manage & Participate in CAF Inside Sales Process

- a. *Lead Acquisition* – Maintain and grow CAF lead list for target industries through traditional lead generation techniques, leveraging key partnerships & associations or acquisition.
- b. *Funnel Marketing* – Leverage latest technologies and best practices to manage prospects through buying process.
- c. *Monetize* – After prioritizing prospects through marketing engagement and proprietary lead scoring, execute targeted selling campaigns via phone and email to convert prospects.
- d. *Customer Retention* – Improve customer retention by studying, evaluating, and re-designing processes; establishing and communicating service metrics; monitoring and analyzing results; implementing changes.

2. Department and Team Management

- a. Hire, train & manage Inside Sales team
- b. Set goals, manage performance and coaching opportunities with inside sales team
- c. Collect and analyze statistical information, commissions, and productivity results
- d. Participate in sales meetings concerning sales targets or forecasts, reporting on inside sales
- e. Work with leadership to develop and maintain department long term plan
- f. Manage all elements of department Customer Relationship Management Software (vendor, setup, operations), and other necessary systems to ensure effective and efficient operations.

3. eCommerce

- a. Develop, implement and execute online business plan to achieve online sales targets.
- b. Oversee online user experience to create a frictionless customer experience.
- c. Coordinate online marketing efforts with internal and external resources to drive measurable results.
- d. Leverage available data and analytics to drive strategy and increase business results.
- e. Ensure back-end security, maintenance and compliance adhere to industry best practices.

To apply, email resume and cover page to: jobs@mycaf.com