

Job Title: Sales Enablement Coordinator

Department: Process Enablement

Reports To: Director of Process Enablement

Company Overview:

TRC Talent Solutions is a leading provider of talent acquisition and workforce management solutions. We are dedicated to delivering innovative and efficient staffing solutions that drive our clients' success and growth.

Job Summary:

The Sales Enablement Coordinator is instrumental in optimizing sales efficiency by driving adoption of the TRC Sales Hub and ensuring adherence to the TRC Sales Process. This role encompasses onboarding new sales representatives, delivering comprehensive systems training (Sales Process workflow), sharing of best practices, and collaborating with cross-functional teams to enhance sales performance. The ideal candidate is a highly organized and results-oriented individual with a passion for process improvement, developing a strong culture of success and aiding in the development of a successful sales team.

Key Responsibilities:

- **Market Development:** Collaborate with Marketing and Operational Leadership to identify and penetrate new or existing markets. Leverage market data to generate robust prospect pipelines, develop targeted candidate pools aligned with market demand, and effectively position candidate skills to prospective clients.
- **Sales Enablement:** Drive the adoption and utilization of the TRC Sales Hub among the sales team, fostering proficiency and maximizing its value.
- **Process Adherence:** Reinforce the TRC Sales Process to ensure consistent execution and compliance across the sales organization.
- **Onboarding:** Contribute to the onboarding of new sales representatives by providing essential tools, knowledge, and systems training (Sales Process workflow) to facilitate successful integration.
- **Systems training (Sales Process workflow) and Development:** Develop and deliver engaging systems training (Sales Process workflow) programs on the TRC Sales Process and Sales Hub to enhance the sales team's capabilities. Conduct virtual ongoing systems training (Sales Process workflow) sessions to gather feedback, share best practices, and drive continuous improvement.
- **Performance Analysis:** Monitor sales performance metrics, identify areas for improvement, and provide targeted coaching and support to optimize sales productivity.
- **Content Creation:** Develop and maintain high-quality systems training (Sales Process workflow) materials, guides, and resources to support the sales team's ongoing development.

- **Cross-Functional Collaboration:** Foster strong partnerships with Sales Leadership, Marketing, Sales Team Members, Operational Leadership and the IT Department to align sales initiatives and achieve shared objectives.
- **Data Management:** Maintain accurate and up-to-date sales data, identifying opportunities to enhance data integrity and leverage insights for improvement.
- **Process Optimization:** Develop and implement Standard Operating Procedures (SOPs) for sales representative turnover to ensure seamless lead management and prevent sales leakage.
- **Feedback Management:** Gather and analyze sales representative feedback to continuously refine training programs and tools, enhancing overall sales effectiveness.

Qualifications:

- Strong understanding of sales methodologies and best practices
- Excellent communication and presentation skills
- Proficiency in CRM tools and sales enablement platforms
- Demonstrated ability to develop and deliver effective training programs
- Strong organizational and project management skills
- Analytical mindset with a proficiency in data analysis and interpretation
- Experience conducting virtual training sessions
- Proven ability to build and maintain strong relationships with cross-functional teams

Attributes for Success:

- Proactive and results-oriented with a strong sense of ownership
- Collaborative team player with a focus on achieving shared goals
- Detail-oriented and committed to delivering high-quality work
- Adaptable and resilient in a fast-paced, dynamic environment