



JOHN G. ULLMAN & ASSOCIATES, INC.

COMPREHENSIVE FINANCIAL MANAGEMENT SERVICES

Sales Manager

John G. Ullman & Associates, Inc. is seeking an experienced Sales Manager to join our Firm. This is an essential position in our company, and will play a significant role in the company's strategic plans to grow and expand the business.

Working from the Corning Office, the Sales Manager will be responsible for the strategic and functional management of the all sales activities of the Firm. The Sales Manager will be responsible for planning, coordinating, and the execution of a comprehensive sales plan designed to meet the Firm's goals and objectives focused on client acquisition and revenue growth. Working in conjunction with the Executive Management Team, the Financial Advisors and the Marketing team, the Sales Manager will develop marketing and communication materials, marketing and sales programs, and the sales techniques needed to support new business development, including identifying and developing market segmentations, marketing channels and partnerships with Centers of Influence. The Sales Manager will be responsible for generating sales leads using a relationship-based approach that will involve developing ongoing, meaningful relationships with external business partners, as well as current and prospective clients, to promote the Firm's competitive position as a leader in the Industry, the value proposition provided by our services and capabilities, and the strong commitment to our values and ethics. The Sales Manager is part of the team assigned to develop and convert potential opportunities into new business.

This role presents a tremendous growth opportunity for a person with 7+ years of experience in financial services or consulting, or a more experienced executive in marketing or business development with interest in transitioning into financial services.

The Role:

The Sales Manager will:

Strategic Planning

- Develop a comprehensive strategic sales and marketing plan designed to strategically position the Firm as a leader in the financial management industry.
- Competitively position the Firm to acquire new clients from a range of market segments that align to the new business development, account segmentation and revenue growth objectives of the Firm.
- Develop sales and marketing strategies, programs and tactics, that will support relationship building, client acquisition and revenue growth aligned with the Firm's Strategic Plans for new business development and growth, business continuity and sustainability and account retention and growth.

Operational Planning

- Establish annual and monthly sales objectives in coordination with the Firm's new business development and revenue growth plans.
- Develop an Annual Sales Plan and monthly implementation plans.
- In conjunction with the Executive Management Team, the Financial Advisors and the Marketing team, develop strategies and action steps to implement specific sales and marketing plans, to include market development, relationship building, and client acquisitions.

Sales and Marketing Programs

- Identify and review the Firm's current marketing and sales programs and materials; conduct an effectiveness analysis to determine if they align with the objectives of the Strategic and Operational Plans being developed.
- Modify and/or develop marketing and sales programs and materials to support the strategic and operational objectives for new business development, relationship building, and client acquisitions. Create awareness and emphasize the Firm's competitive position as a leader in the Industry, the value proposition provides by our services and capabilities, and the strong commitment to our values and ethics.
- Develop processes and campaigns to enhance the current marketing and sales techniques used to generate leads and develop new business; to include referrals, professional presentations and training seminars and events/conferences.
- Train staff to engage in marketing and sales activities and implement a range of marketing and sales tactics and techniques necessary to convert sales leads into client acquisitions.
- Identify opportunities and implementation techniques to expand into non-traditional marketing channels; to include Partnerships with Centers of Influence, Direct Mail and E-mail campaigns, Social Media, Website and Digital Channels, Industry involvement in events and conferences, advertising and public relations campaigns and Business Acquisitions and Mergers.
- Monitor and evaluate the market and the activities of the Firm's competitors within the Industry; identify changes trends in the market or the Industry that will impact the Firm's competitive position and our ability to acquire new clients; modify and/or develop marketing and sales programs, materials, and/or techniques to re-position the Firm to remain competitive and maintain its position within the Industry.
- In conjunction with the Executive Management Team, the Financial Advisors and the Marketing team coordinate the specific action steps being implemented, monitor all assignments and evaluate the impact each action step has on achieving the sales and marketing plan.

Market Development

- Develop a Market Segmentation Plan, to reach prospective clients at each of the account segmentation levels.
- Identify specific opportunities to create outreach and awareness of the Firm's services and abilities, as a leader in the Financial Management industry.
- Implement special actions to distribute marketing and sales materials through the various marketing channels; to include personal interactions, digital channels, and white paper publications, and direct mail.
- Identify, build, and maintain relationships and networks to establish connections to a range of Centers of Influence and individual partnerships to support the Firm's Referral strategies.
- Represent the Firm at Industry and Community activities and events, to include trade shows, industry conferences, professional association activities, and career fairs.

Sales Activities

- Implement the marketing and sales plans to generate leads.
- Personally meet with prospects to build a relationship designed to acquire them as clients of the Firm. Using a range of marketing and sales tactics and techniques, create awareness and promote the Firm's position as a leader in the industry, based on our services and capabilities, the value proposition, and the commitment to our values and ethics.
- In conjunction with the Executive Management Team, the Financial Advisors, and the Marketing team to establish their specific marketing and sales activities and schedules to ensure all sales activities are coordinated and effectively utilizing the marketing and sales programs, materials, and tactics/techniques available to enhance their success.

Monitoring and Reporting

- Develop a system to enter, track and monitor all sales activities and prospective client interactions.
- Develop processes and procedures to document and report information regarding sales activities and prospect interactions to support the tracking, monitoring and analysis necessary to evaluate the progress and effectiveness of the Firm's marketing and sales activities.
- In conjunction with the Executive Management Team, the Financial Advisors and the Marketing team, develop quarterly and special needs reports, designed to support the strategic planning, coordination, tracking/monitoring, and results generated by the Firm's marketing and sales activities.
- Generate annual, quarterly, monthly, and special needs reports to support the informational requirements of the senior management team and the other functional departments of the Firm
- Track, Monitor, and Analyze all marketing and sales activities to ensure the Firm's goals and objectives are being achieved; identify issues, develop corrective action plans, present recommendations to senior management, and implement action plans.

Professional Training and Development

- Remain current as a Marketing and Sales Professional by participating in Professional Association Events and Activities, Trade Shows and Fairs, and attending Conferences
- Maintain skills and job knowledge at an advanced level by participating in educational opportunities, reading professional publications, maintaining personal networks, and participating in educational programs offered by professional organizations.

Qualifications:

- Bachelor's Degree from an accredited college or university, focused on Marketing or Business Administration with a concentration in Business, Marketing, Public Relations, Advertising or related field is required. A Masters of Business Administration (MBA) from an accredited college or university, with a concentration in Business, Marketing, Public Relations, Advertising or related field is preferred.
- 7-10 Years of experience in sales, marketing, and/or business development is required. 10+ Years of experience in sales management focused on business development and lead generation activities in the financial management/services industry is preferred.
- Financial Management/Planning experience with Series 6 & 63 licenses would be beneficial.
- CPF, CFA, CFS, CIC or CIMA certifications would also be beneficial
- Proven track-record of success in developing and executing integrated sales and marketing campaigns and driving business development and revenue growth via lead generation is required.
- Expertise in all channels for lead generation techniques including: direct mail, email, social media, web technology, referrals, and strategic partnerships with Centers of Influence is required. Experience with RIA and fee-based advisor distribution channels is preferred.
- Manage and execute multiple components of the marketing communications mix, with a proven ability to successfully plan and drive programs that create value, differentiation and competitive advantage.
- Must be able to effectively perform and deliver in an entrepreneurial environment, effectively manage multiple programs, priorities and partnerships simultaneously, prioritize work to consistently meet objectives and deadlines.
- Creative strategic thinker and tactical implementer; innovative self-starter; resourceful and flexible; able to adjust to changing priorities; analytical with the ability to offer new ideas that drive and improve results.
- Highly organized with strong attention to detail; demonstrated ability to maintain detailed and accurate records in a fast paced and changing environment; meet and/or exceed established deadlines.

- Proven experience as a self-managed, highly driven relationship manager, with the ability to establish credibility with key decision makers and prospective clients; can work collaboratively and cross functionally; highly effective in forging team-based working relationships with co-workers and external business partners.
- Superior interpersonal, communication, and negotiation skills; enthusiastic and self-motivated; able to motivate others to achieve results.
- Strong written skills; demonstrated ability to write compelling and persuasive materials that drive difference making results.
- Strong Presentation Skills; demonstrated ability to effectively and persuasively address internal and external constituents; must possess a successful track-record of effectively interacting and presenting information on an individual basis and in a group setting.
- Must be able to effectively use a variety of informational systems, applications, and desktop software (MS Word, Excel, and PowerPoint); must be able to develop and generate reports; prepare presentation and slide shows.
- Must be able to work long hours, which could include evenings and weekends.
- Travel requirement up to 25%

Perks & Benefits

- Ability to have long-lasting and visible impact on clients' lives
- Opportunity to be a part of the firm as we grow and expand to meet the current and future needs of our clients.
- Work for an organization that is strongly committed to ethics and values, offers a warm and welcoming environment, is flexible, and is supportive of training, development, and continuing education.
- Work with a group of talented and very experienced CFP designated Financial Advisors, with strong professional networks.
- Comprehensive dental and health care benefits, life insurance, 401K, SEP-IRA
- Access to all JGUA portfolio management, financial planning, and income tax services for you and your family
- Regular company outings
- Community Involvement

About Us

John G. Ullman & Associates is a different kind of Wealth Management Company. Our "one firm" model provides high net worth individuals and families a single place to turn for all aspects of their financial lives, including financial planning, wealth management, and "special projects" catered to their unique needs. Our relationships with our clients are long-standing, often spanning decades and multiple generations. Our headquarters is in Corning, New York, in the beautiful Finger Lakes region, with a second office in Rhinebeck, in the Hudson Valley region of New York.

To Apply:

If you are interested in applying please e-mail a letter of interest and resume to Scott Schoonover at schoonovers@jgua.com . Please indicate you are applying for the Sales Manager position and use reference code JGUA-SM