

Client Engagement Specialist
Shifts/Hours: M-F, 8:00a-5:00p
Work Location: In Person
FLSA Classification: Full Time Exempt
Last Reviewed: February 2025

Job Description: Sales Manager

Job Summary

The Sales Manager drives revenue growth and market expansion through strategic sales leadership and team development. This role requires a dynamic sales professional who can build and lead a high-performing sales team while maintaining ethical standards essential to legal services. The ideal candidate will implement proven sales methodologies, develop new business opportunities, and create scalable processes to support consistent growth.

Essential functions

Sales Leadership and Strategy:

This position will:

- Develop and execute comprehensive sales strategies to achieve firm's established targets.
- Create and implement sales forecasting and pipeline management processes.
- Establish sales methodologies for consistent team performance.
- Set and track individual team sales metrics.
- Drive continuous improvement in conversion rates and average case values.
- Lead strategic sales meetings and opportunity reviews.

Team Management:

This position is responsible for:

- Recruiting, training and developing a high-performing sales team.
- Conducting daily coaching sessions and weekly performance reviews.
- Creating and maintaining sales training programs and materials.
- Monitoring individual performance metrics and providing improvement strategies.
- Implementing performance-based incentive structures.
- Leading by example through active participation in sales activities.
- Participating in sales training arranged by the President.

Sales Process Optimization:

This position will:

- Design and refine lead qualification criteria.
- Develop and maintain sales processes and consultation protocols.
- Implement and optimize CRM usage for pipeline management.
- Collaborate regarding engagement strategies in consultation with the President.
- Establish clear handoff procedures between sales and legal teams.

Abstain from the provision of legal advice: In performing this role, the employee may be asked legal questions by potential new clients. Non-attorneys are prohibited by the Professional Rules of Conduct by the State Bar of Michigan and by the ABA rules of Professional Conduct from the practice of law. Consequently, this employee must refrain from offering opinions which could be considered legal advice.

Competencies

- Sales leadership and coaching
- Process development and optimization
- Sales mentoring/training
- Team building and development
- Negotiation and selling skills
- Reporting, analytics and decision making
- Listening, oral and written communication skills
- Collaboration
- Strong presentation skills
- Organization and attention to detail
- Accountability
- Strategic planning and execution
- Strong business acumen
- Adherence to confidentiality requirements

Key Performance Indicators

- Sales Conversion: Convert qualified sales leads to retention in alignment with the firm's established goals.
- Sales Cycle Length: Convert qualified sales leads to retention in the timeframe set by the firm's strategic plan.
- New Client Acquisition Rate: Achieve a targeted rate of new client acquisitions by effectively identifying, attracting and securing new clients to contribute to the firm's growth objectives.
- Revenue Targets: Consistently meet or exceed the firm's revenue targets on a monthly, quarterly and annual basis by implementing effective sales strategies, optimizing team performance, and driving overall sales growth.
- Individual Quota Attainment: Ensure direct reports consistently meet or exceed individual sales quotas by providing guidance, support and performance management.

Work Environment and Physical Demands

This role operates in a professional office environment. Employees will work indoors using standard office equipment such as computers, phones, photocopiers, filing cabinets, and fax machines.

The position is largely sedentary, involving tasks performed while sitting. Some filing activities are required. Specific physical requirements include:

- Close visual acuity for tasks like preparing and analyzing data, transcribing, viewing a computer screen, and extensive reading.
- Ability to operate standard office equipment and keyboards.

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- Walking short distances and occasional driving for material delivery.
- Lifting and carrying small parcels and packages.
- Standing, walking, and sitting.
- Stooping, kneeling, bending, and crouching (lifting up to 25 pounds).

Travel

- Some travel (10%) may be required.

Necessary education and experience

- Required:
 - o 3 years of sales management experience
 - o Experience in training and team development
 - o Experience with CRM systems and analytics tools
- Preferred:
 - o 5+ years of sales management experience in high-end retail, law or similar field
 - o Experience in training and team development
 - o Experience with implementing new CRM systems and analytics tools
 - o Bachelor's degree in Business, Marketing or related field

Affirmative Action/EEO statement

Wilson Kester is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

Other duties

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice. The firm has a documented dress code policy. As this role interfaces with clients virtually and in person, professional appearance and dress is always required.