



Job Title: Sales Manager
Reports To: COO

About Us

At Bridging Strategies, we help individuals and organizations think and move strategically. Our flagship brand, The Everyday Strategist, transforms personal and professional lives through strategic planning tools, assessments, digital products, and consulting services rooted in our proprietary Power of One™ framework.

We're scaling rapidly and now we're looking for a Sales Manager who is both a leader and a builder. If you're someone who can lead with strategy, generate leads with intention, and build systems that scale read on.

Job Summary

The Sales Manager will lead the development and performance of our sales team, drive revenue growth, and establish high-conversion systems for our multi-product ecosystem. You will oversee the entire sales cycle from lead generation to closing, managing both inbound and outbound sales strategies. This role requires a strategic thinker with hands-on leadership experience in building, coaching, and managing remote sales teams.

Core Responsibilities

Leadership & Team Management

- Recruit, train, and supervise a high-performing virtual sales team.
- Provide ongoing coaching, mentorship, and accountability to ensure team success.
- Develop and track team KPIs, commission plans, and performance metrics.

Sales Strategy & Execution

- Build and execute the strategic sales plan aligned with business goals.
- Identify and prioritize target markets across B2C, B2B, education, faith-based, and nonprofit sectors.
- Develop outreach strategies for digital products, assessments, speaking engagements, and consulting packages.

Lead Generation & Funnel Optimization

- Oversee cold outreach campaigns via all appropriate mediums ex: email, DM, and phone.
- Collaborate with marketing to convert leads from assessments, funnels, and content into qualified sales opportunities.
- Leverage CRM and automation tools to track, score, and nurture leads.



Pipeline & Forecasting

- Monitor the entire sales funnel, from awareness to close and provide weekly sales forecasts.
- Maintain and refine sales dashboards and reporting systems.
- Identify bottlenecks and lead solutions to improve conversion at each stage.

Collaboration & Communication

- Work closely with the COO, marketing team, and product leads to align messaging, pricing, and promotions.
- Provide customer feedback to help refine product offers and messaging.
- Represent the sales team in strategy meetings and growth planning.

Ideal Candidate

You're not just a closer you're a strategist. You know how to build a sales engine from the ground up and motivate a team toward measurable results. You're comfortable in a startup/scale-up environment and can think both short-term and long-term.

Required Skills & Experience

- 5+ years of proven sales leadership experience
- Strong understanding of outbound and inbound sales strategies
- Experience with CRMs, pipeline tools, and automation platforms
- Familiarity with consultative and value-based selling models
- Excellent verbal, written, and interpersonal communication skills
- Ability to lead remote teams and manage performance metrics
- Strong project management and organizational skills
- Bonus: Experience selling coaching programs, online assessments, or digital products

Compensation

- Competitive base rate + performance-based commission
- Opportunity to grow with the company and transition into a Director role
- Flexible, remote-first environment with global impact potential

To Apply:

- Resume or CV
- A brief introduction video (1 minute) explaining why you would be a great fit for this role



We're not just building a sales team, we're building a movement. Come help us create a world of strategists.