



## Tailgate Guys & PRE Event Resources | Sales Analyst

Tailgate Guys is growing, and we are looking for innovative self-starters that want to be a part of an organization that is helping reshape game day fan experience across the nation by helping fans Tailgate Better! If you have a passion for hospitality and customer service and want to work in a fast paced, results oriented environment where you can make an immediate and lasting impact, we want to hear from you.

Tailgate Guys is the leaders in pre-game hospitality, serving over 40 partners in collegiate and professional sports and hosting well over five hundred thousand fans each season. At Tailgate Guys, We Come To Serve our guests, partners, and team members. Apply now to be a part of one of the fastest growing teams in sports.

### **Opportunity:**

The Sales Analyst position will provide a highly critical role in the organization for our national sales efforts. We are looking for a candidate that has proven experience to assist sale teams in working smarter to achieve their revenue goals. This position will be based in Atlanta, GA and will be looked upon as the lead for all CRM management and data analytics activities.

### **Responsibilities:**

- Participate and drive Salesforce CRM implementations through all phases
- Benchmark Salesforce best practices and develop processes to foster companywide adoption
- Ensure there is visibility and accuracy in all pipeline reporting
- Development of monthly scorecard to track KPIs and progress towards goals
- Perform advanced statistical analysis to assist our national revenue generation efforts
- Create engagement and retention metrics that turn sales insights into initiatives driving growth
- Assist in the creation and execution of data collection strategies, including lead generation
- Provide key financial analysis based on sales activities listed in Salesforce

### **Qualifications:**

- Bachelors degree in a related field is required
- 2-3 years of professional experience in CRM management and data analysis
- CRM experience is required with a strong preference towards Salesforce experience
- Effectively communicate in verbal and written forms
- A positive attitude who will be coachable in best practices
- Must be willing to work from the National Sales Center in Atlanta, GA

