

**Job Title:** Director of Sales

**Location:** US Based (Remote)

**Company:** TrustJet, LLC

**Compensation/Rate:** Salary Range: \$50,000-\$75,000/yr with Generous Performance-Based Incentives and Commissions (Based on Individual- and Company-Based Sales Revenue Metrics)

**Benefits:**

*(Potential timing and launch of benefits TBD.)*

- 401(k)
- Health Insurance
- Dental & Vision Insurance
- Health Savings Account & Flexible Spending Account (HSA & FSA)
- Life & Disability Insurance
- Flexible Paid Time Off

**About Us:** TrustJet, LLC (“TrustJet”) is a next-generation aviation technology platform built to modernize private air travel through real-time data, predictive intelligence, and uncompromising operational reliability. TrustJet’s aviation app-based tech suite is designed and engineered specifically for operators, charter brokers, aircraft owners, and partners who require (and demand) speed, accuracy, and trusted data. We offer a real-time software and safety-vetting platform that delivers brokers and operators faster decisions, better insights, and seamless passenger experiences.

**Job Summary:** Reporting directly to the Co-Founder & President and/or the Chief Product Officer (“CPO”) and working closely with the Chief Marketing Officer (“CMO”), the Vice President of Sales will be responsible for building, leading, and scaling TrustJet’s sales pipeline, initiatives, and department. This role requires a hands-on sales leader with some private aviation industry knowledge (preferably within the Operator and Broker space), proven success selling technology and app-based platforms, and expertise in CRM-driven sales execution.

The ideal candidate will be both strategic and tactical—capable of setting vision, building repeatable sales processes, personally driving enterprise-level deals, and leading cold outreach efforts within the aviation ecosystem. This role will play a critical part in revenue growth, go-to-market execution, and long-term customer success, growth, and retention.

**Key Responsibilities:**

***Sales Strategy & Revenue Growth:***

- Develop and execute TrustJet's overall sales strategy aligned with company growth objectives and go-to-market plans.
- Own revenue targets, forecasting, pipeline health, and performance metrics across all sales channels.
- Identify and prioritize high-value customer segments including charter operators, brokers, aircraft owners, and aviation partners.
- Build scalable, repeatable sales processes to support rapid growth and long-term sustainability.

***Hands-On Selling & Deal Execution:***

- Personally lead complex, high-value sales opportunities from initial outreach through close.
- Conduct outbound prospecting and cold calling within the aviation industry, selling a technology/app-based platform.
- Deliver compelling product demonstrations, presentations, and value-based sales narratives tailored to aviation stakeholders.
- Negotiate contracts, pricing structures, and long-term agreements with customers and partners.

***CRM, Pipeline Management & Sales Operations:***

- Own and optimize CRM strategy and execution, with deep expertise in HubSpot required.
- Build, maintain, and enforce CRM hygiene, pipeline stages, deal tracking, forecasting, and reporting.
- Use CRM data to analyze sales performance, conversion rates, deal velocity, and customer acquisition costs.
- Collaborate with marketing to align lead generation, lead scoring, attribution, and lifecycle tracking.

***Team Leadership & Development:***

- Recruit, onboard, and lead a high-performing sales team as the organization scales.
- Establish clear performance metrics, quotas, KPIs, and accountability frameworks for sales team members.
- Coach, mentor, and develop sales talent through regular training, deal reviews, and performance feedback.
- Foster a performance-driven, ethical, and collaborative sales culture aligned with TrustJet's values.

***Cross-Functional Collaboration:***

- Partner closely with Marketing, Product, Operations, and Customer Success to ensure alignment across the customer lifecycle.

- Provide customer and market feedback to product and leadership teams to inform roadmap decisions.
- Support sales enablement efforts including messaging, pitch decks, demos, case studies, and competitive positioning.

***Analytics, Forecasting & Reporting:***

- Own sales forecasting, reporting, and performance dashboards for executive leadership.
- Track KPIs including pipeline growth, close rates, average deal size, churn, and customer lifetime value.
- Use data-driven insights to continuously refine sales strategy and execution.

**Qualifications & Experience:**

- Bachelor's degree in Business, Sales, Marketing, Aviation Management, or a related field (MBA preferred but not required).
- 5+ years of progressive sales experience within the private aviation industry, with at least 3+ years in a senior sales leadership role.
- Proven success selling technology, SaaS, or app-based platforms within the aviation industry (preferred but not required).
- Experience with outbound sales and cold calling to aviation operators, brokers, partners, and industry stakeholders preferred.
- Expert-level proficiency in CRM platforms, with extensive experience in HubSpot specifically, required.
- Strong understanding of sales enablement tools, forecasting systems, and analytics platforms.
- Demonstrated ability to build, scale, and lead high-performing sales teams.
- Track record of consistently meeting or exceeding revenue targets in competitive markets.
- Exceptional negotiation, presentation, and communication skills.
- Analytical mindset with the ability to interpret data and translate insights into action.
- Highly organized, disciplined, and process-oriented sales leader.
- Entrepreneurial, self-motivated, and comfortable operating in a fast-paced startup environment.
- Deep understanding of aviation industry dynamics, buyer personas, and regulatory considerations preferred.