Chameleon Creator

Sales Manager – Draft JD

Role purpose

The Sales Manager is responsible for leading and strengthening Chameleon's sales function as the business enters its next phase of growth.

Chameleon has grown steadily and sustainably, with strong organic traction across New Zealand and Australia. The purpose of this role is to build on those existing foundations by bringing greater sales discipline, structure, commercial insight and leadership into the team.

The role will work closely with the leadership team and Account Executives to improve sales performance, develop repeatable sales processes, strengthen customer understanding and support Chameleon's continued growth in Australia.

Key responsibilities

Sales leadership

- Lead, coach and support the Account Executive team.
- Create clear expectations around sales activity, performance and accountability.
- Build a consistent rhythm around coaching, pipeline reviews, performance discussions and sales planning.
- Support individual Account Executives to improve capability, confidence and performance.
- Create an environment where team members take ownership of their numbers and proactively work through barriers to performance.
- Act as the key link between the sales team and wider leadership team.

Revenue performance

- Take ownership of sales performance and revenue delivery across the function.
- Monitor progress against targets and identify risks, gaps and opportunities early.
- Work with the team to improve conversion through each stage of the sales process.
- Develop greater predictability across pipeline and revenue.
- Identify where performance issues relate to process, capability, positioning, market opportunity or product and work collaboratively to address them.

Sales process and operating rhythm

- Review the current sales process and identify opportunities to improve consistency and effectiveness.
- Develop and embed a scalable sales playbook.
- Establish clear sales operating rhythms across pipeline management, qualification, opportunity progression, forecasting, CRM discipline, sales activity, customer follow-up, reporting, coaching and performance management.
- Ensure the sales team has clear frameworks and processes without creating unnecessary complexity.
- Capture and share successful sales practices across the team.

Customer and market understanding

- Develop a strong understanding of Chameleon's customers, their challenges and the environments they operate within.

- Ensure the sales team is able to identify and articulate the underlying customer problem rather than relying solely on product features.
- Build greater understanding of how Learning & Development teams buy, including stakeholder dynamics, procurement processes, budget considerations and buying triggers.
- Use customer conversations and sales data to identify common themes, emerging needs and opportunities.
- Feed relevant customer and market insights back into the wider business.

ICP, channels and go-to-market

- Help Chameleon build greater clarity around its strongest ICPs and market opportunities.
- Assess which customer segments, industries and channels offer the strongest potential for growth.
- Review performance across existing customer segments and channels to identify where Chameleon should invest time and resource.
- Explore and test different routes to market, including outbound sales, referrals, existing customer networks, partnerships, industry communities, events and vertical-specific opportunities.
- Work closely with leadership and marketing to improve alignment between sales activity, market positioning and customer acquisition.

Australian growth

- Support Chameleon's continued growth in Australia as a key market.
- Build on existing customer relationships, market presence and brand recognition.
- Identify the most effective opportunities for expanding within the Australian market.
- Develop a structured approach to market development based on customer insight, commercial opportunity and sales data.
- Help the business determine where sales resource should be focused to achieve the strongest return.

Key relationships

- CEO / Founder
- Leadership team
- Account Executives
- Marketing
- Customer / account teams
- Existing and prospective customers

Experience and capability

The successful candidate is likely to bring:

- Strong B2B sales experience, ideally within SaaS, technology or a related environment.
- Experience leading, coaching or managing salespeople.
- Demonstrated ownership of revenue targets and sales performance.
- Experience developing or improving sales processes and playbooks.
- Strong pipeline management, forecasting and commercial discipline.
- Strong discovery and consultative selling capability.
- The ability to understand complex customer problems and translate them into commercial opportunities.
- Experience identifying and developing ICPs, channels or go-to-market opportunities.
- Strong commercial judgement and the ability to use data and customer insight to inform decisions.
- Experience working in a growing or evolving business environment.

Experience within Learning & Development, HR technology, learning technology or a related market would be advantageous but is not essential.

Working style and attributes

The role will suit someone who:

- Takes ownership and accountability.
- Is commercially curious and naturally looks for opportunities to improve.
- Balances strong sales discipline with relationship-led selling.
- Is comfortable operating with autonomy.
- Can bring structure without creating unnecessary bureaucracy.
- Is proactive in identifying and solving problems.
- Is comfortable working with ambiguity and evolving priorities.
- Builds trust easily with both customers and internal stakeholders.
- Is confident challenging thinking and contributing commercial insight.
- Has an appreciation for Chameleon's design-led approach and the value this creates for customers.

Measures of success

- Improved consistency and predictability across sales performance.
- A clear and embedded sales playbook.
- Strong sales operating rhythms and pipeline discipline.
- Improved coaching, capability and performance across the Account Executive team.
- Greater clarity around Chameleon's strongest ICPs, channels and market opportunities.
- Stronger conversion across the sales funnel.
- Increased understanding of the Australian market and where Chameleon should focus.
- Greater alignment between sales, marketing and leadership.
- Strong customer insight being fed back into the wider business.
- Continued sustainable revenue growth.