



<https://titanexecutivesearch.com/job/field-sales-and-performance-coach/>

Field Sales and Performance Coach

Description

Location: Remote, U.S. Based (with ~5 days/month in Miami, FL office)

Reports To: Chief Operations Officer

Compensation: \$70,000 - \$95,000+ base salary + performance-driven bonus structure

About the Company: The Opportunity

Our client isn't just a leader in commercial cleaning; they are a catalyst for entrepreneurial success. For over 30 years, they've empowered small business owners through their nationally recognized franchise system. As they experience significant growth, they're looking for a high-energy sales driver to join our team.

This isn't a typical training role. They need a hands-on coach and strategist who will be the driving force behind their franchisees' sales success. If you are a competitive sales professional who gets a genuine thrill from teaching others how to win, this is your opportunity to make a measurable impact on a national scale.

Position Overview: Your Impact

As their Field Sales & Performance Coach, you will be the key to unlocking local market potential. Your mission is to transform franchisees and their sales teams into high-performing lead generation and sales-closing machines. You will be on the ground, coaching, mentoring, and demonstrating what "great" looks like. Success in this role means directly boosting franchisee revenue, accelerating their ramp-up time, and embedding a culture of sales excellence across their system.

Key Responsibilities: How You'll Win

- **Ignite Sales Performance:** Actively coach, mentor, and train franchise owners and their sales reps on executing company's proven sales methodology, from lead generation and prospecting to closing new business.
- **Lead from the Field:** Conduct dynamic joint field visits and client walkthroughs, providing real-time feedback and demonstrating elite selling techniques that get results.
- **Develop Sales Champions:** Design and deliver high-impact onboarding and ongoing sales training programs (in-person and virtual) that are engaging, practical, and immediately applicable.
- **Create the Playbook:** Develop and refine training materials, scripts, and sales tools that empower franchisees to overcome objections, present compelling proposals, and negotiate effectively.
- **Drive Measurable Growth:** Analyze sales performance data to identify opportunities and skill gaps, then implement targeted coaching strategies to elevate performance and exceed revenue goals.
- **Be a Strategic Partner:** Collaborate closely with regional leadership and

Hiring organization

Titan Executive Search

Employment Type

Full-time

Beginning of employment

January 2026

Industry

Facilities Services

Job Location

USA

Base Salary

\$ 70000 - \$ 95000

Date posted

October 28, 2025

franchise owners to ensure sales initiatives are aligned with their core business objectives, driving both local and national growth.

- **Champion New Initiatives:** Support the successful rollout of new marketing campaigns, CRM enhancements, and promotional programs to the field.

Qualifications: What You Bring to the Table

- **A Proven Closer & Coach:** You have 3-5+ years of B2B sales experience with a track record of exceeding quotas, PLUS a demonstrated ability to train and motivate others to achieve similar success.
- **Hunger & Passion:** You possess a relentless drive to win and a genuine passion for teaching, mentoring, and developing talent.
- **Exceptional Communicator:** You are a captivating presenter and a clear, persuasive communicator who can inspire action in individuals and groups.
- **Franchise/Service Industry Experience (Preferred):** Experience in janitorial, facilities management, or other franchise-based service businesses is a strong plus.
- **Analytical Mindset:** You are skilled at using CRM data (Salesforce, HubSpot, etc.) and performance metrics to diagnose problems and guide your coaching strategies.
- **Ready to Roll:** You are a self-starter who thrives in the field, with the ability to travel locally and regionally. A valid driver's license and reliable transportation are required.

What We Offer: Your Rewards

- **Competitive Compensation:** A strong base salary with a performance-driven bonus structure.
- **Remote-First Flexibility:** This is a fully remote role that offers the autonomy to manage your own schedule, with approximately 5 days per month for in-person collaboration at their Miami headquarters.
- **Complete Expense Coverage:** They cover 100% of approved business travel expenses, including flights, hotels, car rentals/taxis, and meals. Your business cell phone usage is also covered.
- **Career Growth:** A clear path for advancement within a rapidly growing, nationally recognized franchise leader.
- **Comprehensive Support:** In-depth training on their model and robust professional development opportunities.

Entrepreneurial Culture: A supportive, fast-paced environment where your contributions directly impact the success of small business owners.