

Job Specification

Job role: Senior Sales Executive

Reporting to: CEO

Location: Reading, UK

Overview:

Workbooks.com is looking to recruit an experienced sales executive to join their sales team. This role requires confident and professional engagement with Director-level contacts within UK- medium sized businesses. The individual must be able to garner a good understanding of customer business challenges, and clearly articulate the benefits of the Workbooks web-based CRM and Business applications.

Although it is envisaged that this role will involve being client facing 2 / 3 days per week, this position is to be office based.

Responsibilities:

- Driving new business sales within the mid-market segment (typically client's turnover between £5m and £50m).
- You will be selling to companies across all vertical markets and typically you will be selling into business managers (rather than IT professionals) and therefore will be responsible for demonstrating the 'business benefit' of the Workbooks solutions.
- Working with prospects to understand their requirements, demonstrating how Workbooks cloud-based solutions help their clients grow their revenues, streamline business processes and reduce operational costs thus creating the business case to justify the purchase.
- You will have the support of the internal business development team who are responsible for providing qualified leads. These come in from a variety of sources, either they have downloaded a whitepaper / enquired on LinkedIn, through the company's web chat feature as well as via various CRM comparison commerce websites.

Skills & Experience required:

The successful candidate will be:

- Strong in the development of new business opportunities
- A proven track record of selling Business applications.
- Prior knowledge of selling CRM or Business applications would be a distinct advantage
- The ability to generate their own pipeline, not just rely on marketing
- Has the ability to navigate and build relationships with senior decision makers
- Has the ability to understand the clients' business drivers.

- Comfortable working in a full sales cycle environment.
- Experienced in selling 'business benefit' into Marketing / Finance / MD / C level contacts
- Clearly spoken, articulate, numerate and presentable
- Ambitious and tenacious