

JOB DESCRIPTION

Account Executive

As account executive, you will prospect for new clients by networking, cold calling, advertising or other means of generating interest from potential clients. You will take a strategically planned, persuasive approach to pitches that will convince potential clients to engage with our products and services.

Key Responsibilities:

- Leading and Developing Major Account strategy
- Generating leads and efficiently keeping in regular contact with existing prospects
- Presenting to senior decision makers / C Level of Mid Enterprise Companies
- Understanding and keeping up-to-date with constant developments in the industry
- Identifying areas for expansion and development of the client or prospect
- Developing a targeted long-term new business strategy to also encompass regional and international business and foster growth in these key areas for the future
- Create weekly/monthly forecasts on revenue/target management and end of month reports on revenue and market performance
- Delivering against these targets to ensure revenue expectations are met
- Working closely with the marketing department to develop bespoke campaigns to relevant prospects
- Inputting into sales and marketing collateral – how the business positions itself for various audiences
- Maximising networking opportunities and regularly using conferences, events and trade shows to increase awareness and develop a further network of contacts

Skills & Experience:

- 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 own pipeline, not just rely on marketing
- Navigate and build relationships with senior decision makers
- 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

About Workbooks

Headquartered at Reading, United Kingdom, Workbooks delivers cloud-based CRM and business applications to growing and mid-market organisations, at an affordable price.

We value our customers and our aim is to make them more successful, which is reflected in everything we do.

Our culture is one of co-operation, creativity and commitment. We're also very friendly and sociable - we've been known to have movie nights, company outings and plenty of cakes!