

JOB DESCRIPTION

Regional Sales Manager - Manufacturing & Retail

The Role:

This role requires confident and professional engagement with C & Director-level contacts within mid-market segment. You must be able to garner a good understanding of customer business challenges, and clearly articulate the benefits of our web-based CRM and Business applications.

You'll be responsible for generating all revenue, inclusive of new logos, Expansion client sales Service revenue and Renewals, through managing accounts and maintaining client relationships. Working closely with the in-house team of ISRs & BDRs who work in tandem with their field sales counterparts, you'll devise initiatives to generate additional revenue.

Main Responsibilities:

- Driving new business sales within the mid-market segment (typically client's turnover between £10m and £250m).
- Selling to companies across Manufacturing and Retail markets and typically into business managers (rather than IT professionals).
- Responsible for demonstrating the 'business benefit' of our solutions.
- Working with prospects to understand their requirements, demonstrating how our 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.
- Represent Workbooks for to existing and potential clients and acts as the 'face' of the company.
- Responsible for forging, maintaining and expanding links between corporations.
- Being abreast of company developments for any major corporate clients, through monitoring industry press.
- Owning the business plan for your industry and responsible for coordinating with rest of business services.

The successful person 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:

- 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.
- Have the ability to navigate and build relationships with senior decision makers.
- Have 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

Location: Reading - with UK & Europe travel