

Sales Executive

Reporting into: CEO

Based: Reading, Berkshire

Pay: Dependent on experience

Key Responsibilities

Workbooks is looking for an experienced Sales Executive to join their expanding sales team in order to drive new business sales within the mid-market segment (typical client turnover between £5m and £50m).

This role requires confident and professional engagement with Director-level contacts at medium sized businesses in the UK. The individual must be able to garner a good understanding of customer business challenges, and clearly articulate the benefits of the Workbooks Cloud CRM solution.

Although this position is office based, we expect sales executives to be on the road meeting with prospective clients 2 or 3 days per week.

You will be selling to companies across a range of vertical markets, typically into business managers (rather than IT professionals), and therefore will be responsible for demonstrating the 'business benefit' of the Workbooks solutions.

We expect you to work closely with prospects to understand their requirements, demonstrate how Workbooks solutions help customers grow their revenues, streamline business processes and reduce operational costs, thus creating the business case to justify the purchase.

You will be supported by energetic marketing and internal business development teams who are responsible for building awareness, providing qualified leads and helping nurture and develop opportunities. Having said that, you'll be expected to create your own pipeline too.

Skills & Experience

The successful candidate will have:

- Strong experience 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.

- The ability to navigate and build relationships with senior decision makers.
- The ability to understand the clients' business drivers.

The successful candidate will also be:

- 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.
- Educated (preferably to degree level).