

Account Executive

The Role

As account executive, you will prospect for new clients by networking, cold calling, advertising or other means of generating interest from potential clients. You'll 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 required

- 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

Job type: permanent full-time hours

Location: Reading -with UK travel