

Inside Sales Representative

Location: Reading, UK

The Role

Workbooks' ISR source new sales opportunities through inbound lead follow-up and outbound cold calls and emails. You understand customer needs and requirements and route qualified opportunities to the appropriate sales executives for further development and closure.

Job Brief

We are looking for a talented and competitive Inside Sales Representative that thrives in a quick sales cycle environment. This is an inside and partly outside role focused on growth accounts and new logos. As ISR, you will prospect for new clients by networking, cold calling, advertising or other means of generating interest from potential clients. You'll develop a rapport with new clients and be able to demo and sell our products and services over the phone, or in some cases in the field.

As ISR you will play a fundamental role in achieving our ambitious customer acquisition and revenue growth objectives. You must be comfortable making dozens of calls per day, working with channel partners, generating interest, qualifying prospects and closing sales.

Key Responsibilities

- Generating leads and close the prospect over the phone and occasionally in the field
- Presenting to key decision makers
- Understanding and keeping up-to-date with constant developments in the industry
- Identifying areas for expansion and development of the client or prospect
- 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 field and sales management 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

Requirements

- Proven inside sales experience
- Track record of over-achieving quota
- Strong phone presence and experience dialling 60plus of calls per day
- Proficient with corporate productivity and web presentation tools
- Experience working with CRM
- Excellent verbal and written communications skills
- Strong listening and presentation skills
- Ability to multi-task, prioritise, and manage time effectively
- BA/BS degree or equivalent

About Us

Launched in 2010 by a successful team of entrepreneurs, Workbooks.com has rapidly become one of the fastest growing providers of web-based CRM, Marketing Automation and Business Applications.

Our suite of cloud based applications are specifically designed for mid-size organisations helping them grow their revenues, streamline business processes and reduce operational costs.

Our customer base spans many industry sectors including Professional Services, Not-for-profit organisations, IT & Telecommunications, Transport & Logistics and Manufacturing. We pride ourselves on providing outstanding levels of customer commitment and customer service to all our customers.