

## Job Description – Head of Sales

### About Workbooks

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.



Recent accolades include:

- Rated No.1 CRM vendor globally for customer satisfaction by G2crowd, a customer review site
- BESMA – Best Sales & CRM Provider 2016 & 2017
- CRM product of the year 2013, 2014 and runner-up in 2015 & 2017 by Network Computing
- Top rated CRM by TrustRadius



### The Role

Workbooks is looking to recruit an exceptional sales leader to join our management team and help us take the business through its next stage of growth.

This is a new role for the business. You will be managing the sales and customer success teams which currently totals 12 people, but headcount to grow.

Working alongside the Chief Marketing Officer, you will initially be focused on building a reliable and predictable sales engine for the UK. However, the ambitions of the business are international growth. Therefore, a key aspect of this role will become defining sales strategies which we can execute globally.

### About You

You will be a passionate and experienced B2B sales leader working in the technology sector. You will already understand the economics of cloud businesses and be experienced in the CRM or business applications market.

You will have extensive experience building a reliable and predictable sales engine, recruiting, and retaining the right people. You will enjoy coaching sales team to improve sales execution and be willing to lead by example. You must be comfortable presenting at board level, helping your team

close £million in revenue, and be willing to roll-up your sleeves to help a new business sales rep on a call.

You will already be familiar with CRM and marketing automation solutions and will be able to articulate the value that effective CRM can deliver our clients.

You will be excited about working directly for a software vendor, you will want to make a difference and you must enjoy the challenge. Most of all, you will know what success looks like and how it's achieved.