

Job Description

Company:	Purple Vision Limited (Appssential Limited)
Job Title:	Sales Executive (Sugati-CRM)
Job Type:	Permanent, full-time
Reports to:	CEO
Location:	Vauxhall, with regular travel to client sites
Start Date:	ASAP

Company

Purple Vision is a successful, leading independent CRM consultancy specialising in the Charity sector and, after a recent merger with Appssential Limited, the travel sector. Founded in 2003, we are proud to have delivered hundreds of projects to clients of all sizes and are well respected in the sector.

We are experts in databases, CRM, digital and analytics, and specialise in providing our clients with CRM solutions predominantly using the Salesforce platform. Through our Appssential brand we have recently launched Sugati-CRM, an innovative cloud solution delivering complete front and back end functionality to drive business for the travel sector.

Our focus is on delivering a high quality service to enable our clients to succeed through technology. We believe in three key things to deliver this – people, process and technology. With ambitious plans for further growth whilst maintaining our ethos, this is an exciting time to join our enthusiastic team.

Role Description

As an internally based B2B Sales Executive role reporting to the company directors, you will be responsible for achieving monthly sales targets through proactive sales activity. The main sales focus will be selling Sugati-CRM, our cutting edge solution for businesses within the travel sector.

You will strategically prospect for new opportunities through cold-calling, effective use of social media platforms and engaging with existing customers to establish business opportunities. Targeting senior level decision makers, you will deliver effective demonstrations, both online and in person, and manage the sales process from lead-inception to ongoing client relations.

Hunting for new business is vital in this role and you will need to be hungry to develop your own pipeline and establish relationships with clients. By providing a consultative sale using tailored pitches, a good knowledge of the product and fantastic service you will understand your client's needs, allowing you to close deals in order to overachieve on your revenue target.

This role will suit someone with previous experience in sales, especially within the cloud based technology or travel sector, and who has a desire to learn and progress within a well-respected and expanding organisation.

Key Responsibilities

- Driving Sugati-CRM sales and achieving monthly targets through effective, hands-on ownership of the whole sales process
- Monthly reporting of sales activity and achievements to company directors
- Working with Director of Marketing to develop and manage an online sales campaign
- Working closely with CTO to create detailed proposals that meet the client's requirements

Activities

- Proactive outbound sales using phone, email, social media, in-person activities
- Developing and managing new business prospect database
- Active Lead generation through Salesforce communities
- Creation and co-ordination of tailored sales proposals
- Delivery of sales demos, either face to face or on-line
- Carrying out client discovery sessions
- Contract negotiation and administration
- Effectively relaying client's requirements to project team

Outputs

- Sales demos
- Online lead generation
- Tailored sales proposals following discovery session
- Sales contracts and related documentation
- Internal project briefings

Key relationships

External: Key client / prospect stake holders
Partners (e.g. Salesforce)

Internal: CTO
Business Analyst
Project Manager

Person Specification

Profile

We would describe our ideal candidate as:

- Quick learner with desire to establish a strong sales pipeline in an innovative market
- Sales driven with a passion for technology and travel
- Resourceful, proactive relationship builder with the ability to close large deals
- Highly committed, reliable and trustworthy

Experience

Essential:

- Proven track record in consultative selling and developing and/or managing new accounts
- Experience of working in a customer facing role
- Worked in a professional team environment
- Presentation and proposal creation

Desirable:

- Experience of a solution sales environment, preferably conceptual such as software development, ideally a CRM, Salesforce or SaaS
- Sales experience within the travel sector, especially Tour Operators
- Experience of working with Salesforce

Skills

Practical skills in the following:

- Strong, solution based sales skills whilst being able to present, conduct meetings, demonstrate and negotiate at senior management level
- Excellent verbal / written communication skills and confident to call people rather than rely on emails
- Confident, resilient, self-motivated, target driven and able to work under pressure with a high degree of integrity
- Strong negotiator and relationship builder with the ability to overcome objections in a confident, professional manner
- Ability to logically communicate information and ideas within a business and technical environment
- Creativity in developing sales solutions for clients' needs and a passion for delivering high levels of customer service
- High aptitude for quickly learning the product
- Passionate, supportive team player with an enthusiastic, collaborative approach