

## **Solution Sales Executive**

We are looking for candidates who are comfortable operating within the marketing agency landscape, understanding how customer and brand experience analysis creates value at pitch stage and on-going client work.

Adoreboard is a world leading 'emotion analysis' solution provider. We help brands transform customer experience by using our software to analyse customer interactions and comments from any source (e.g. social media) into 'actionable insights'.

Target customers will be major marketing, advertising and digital media agencies, B2C corporates in the UK.

Location of the role is South East of England.

### **Responsibilities:**

- Create and maintain a target list of prospects that care about brand reputation and customer perception
- Sell the Adoreboard solution to target customers - always adapting the message to each new contact's own situation and business imperatives
- Partnership development e.g. with social listeners
- Perform product demonstrations to prospects illustrating Adoreboard's value
- Receive and respond to customer requests by telephone, email and online systems in a timely manner, providing accurate and value positioning responses
- Build a sales action plan for every major prospect uncovered/contacted
- Maintain and manage customer records using our CRM system
- Develop contact plans for relationship building with existing and new customers.
- Customer retention and business expansion within existing accounts, establishing a de facto 'Trusted Advisor' based relationship
- Travel within UK initially with primary focus on the London area
- Work effectively with the rest of the Adoreboard team - from executive level to technical and consulting support - to enable the best possible solution delivery for the customer
- Regular sales progress reporting.

### **Skills**

- Knowledge of B2C marketing industry practices and processes, including use of Social Media and data analytics tools
- Attract customer to use Adoreboard solutions (e.g. software tools, analytics, consultancy services)
- Self-starter with ability to work on own initiative
- Ability to work in a fast-paced, entrepreneurial, results orientated culture
- Structured approach to selling
- Ability to manage selling into complex organizations
- Ability to maintain close working relationships with the Management, Product, Marketing and Consulting Services teams - must be a team player

- An ability to manage and prioritise a sales pipeline
- Very strong on selling a value proposition, then building, growing and maintaining the relationship with senior contacts to grow additional business
- Ability to quickly and effectively understand prospect needs and tailor the sales discussion to them
- Ability to balance priorities and meet deadlines in a fast-paced and changing environment
- Able to close business, securing profitable commercial deals and set up customer engagement plans with other Adoreboard teams, as required
- Excellent written and oral communication skills
- Able to act as the customer advocate inside Adoreboard

**Knowledge - Desirable:**

- Knowledge of SaaS products and services and associated business models and pricing structures
- Knowledge of consultancy services business models and pricing structures

**Experience - Desirable**

- University degree and/or experience in an equivalent position in a comparable industry
- Minimum of 3 years experience in a Business Development, Sales or Account Management role
- Experience working in or selling to B2C marketing departments or their marketing agencies
- Proof of ability to consistently deliver against challenging sales targets in a fast moving, start up environment

If you are interested in applying please send a cover letter and your CV to [darragh@adoreboard.com](mailto:darragh@adoreboard.com)

Closing date **25<sup>th</sup> February, 2017.**

Adoreboard is an Equal Opportunities Employer.