

## Job Title: Sales Manager

**Location:** Head office with home working and/or remote working

**Reports to:** Chief Revenue Officer

**Roles reporting to this role:** New Business Executives & Sales Pod Leaders

### **Purpose of Role:**

To take ownership of the entire sales operation, including identifying new business opportunities and executing sales led campaigns into our prospect base, as well as leading a team of New Business Executives and Sales Pod Leaders to generate new business through strategic outreach activity. Also building, developing and inspiring the sales team to consistently achieve and exceed targets.

### **Role Responsibilities:**

- To manage the day to day activities of an inside B2B sales team
- Leading the sales function, ensuring that monthly and quarterly sales targets are met or exceeded
- Designing and implementing new business opportunities to drive revenue growth
- Monitoring team performance, providing coaching and feedback to improve results
- Analysing sales performance metrics to identify areas for improvement and implement solutions
- Collaborating with cross functional departments to align on sales strategies and objectives
- Provide detailed reports on team performance, market trends and sales forecasts, using data to inform strategy adjustments, as well as provide detailed and accurate sales forecasts by effectively utilising the relevant software (e.g. Salesforce and Zoom) to maintain accurate and up-to-date records and provide related reports as required
- Maintain a positive work environment, addressing team issues effectively to ensure high morale and engagement
- Manage all sales team processes and procedures

### **Role Objectives:**

- Achievement of sales goals on a regular basis
- Ensuring sales inputs are driving the required outputs to targets and full quota overage to meet targets
- Improving conversion rate from SQL to closed won across lead sources
- Respond to all internal emails or calls within 24 hrs

### **Attributes/Skills Required:**

- Proven ability to build, manage and drive sales performance within a sales team
- Hands on, resilient leader who can lead from the front and navigate a changing environment, be confident and have a forward thinking approach to sales, with excellent communication skills, lots of drive, energy and ambition
- Strong communication, negotiation, and interpersonal skills
- Analytical mindset with an ability to interpret sales data and identify trends
- A professional and hard-working attitude
- Respectful, trustworthy, polite, honest, and strong work ethic

### **Experience Requirements:**

- Experience managing and coaching high performing B2B inside sales teams
- Proven leadership experience within a fast paced sales environment, for example in a contact centre or sales floor environment
- Experience of working in collaboration with other departments to maximise the customer experience and increase sales
- Experience in building and expanding an engaged and effective team

### **Other Requirements:**

- UK right to work status