In a nutshell:
To bring incremental revenue to Mind Tools through a combination of identifying and targeting major accounts in North America who have more than 10,000 employees (subject to change) and developing some existing accounts, working collaboratively with the Client Success team to achieve this.

Collaborative working:
You will be working closely with the Head of New Business and the wider Corporate team which includes Client Success.

Day to day we’ll trust you to:
- To generate new business sales by prospecting and pitching Mind Tools learning products to identified prospective clients. Expectation that multiple methods (including cold calling against a database of prospects, networking and utilisation of relevant social media) will be used.
- Expand current accounts where it is considered that there is untapped growth potential in existing client accounts (3 x existing annual spend) either within the company or by extending Mind Tools within a group of companies.
- Provide sales oversight during the implementation process and ensure all customer expectations are met, changes in scope are documented and addressed, and assist as required to promote a successful
- Maintain accurate, timely and documented sales revenue forecasting, providing regular updates.
- Effectively work with the marketing team to identify verticals and vertical propositions.
- Keep up to date with developments in the L&D world and be able to speak with knowledge when conducting meetings with prospective & current customers. In particular with senior executives in large corporate companies.
Your success will be measured by:

- Number and quality of conversations with potential clients.
- Growth of individual sales pipeline.
- Progress against annual strategic sales plans.
- Meeting defined sales targets.
- Adoption of the value selling culture in Mind Tools.
- Identifying new logo accounts and developing relationships via outbound calling and working closely with the marketing team on account based marketing programmes.

You will need to have:

**Essential**
- Good standard of education
- Over two years B2B sales experience
- Experience of being able to influence decision-makers.
- Have knowledge and experience of closing techniques to secure business.
- Experience of running demos to show an understanding of the product and its value to the customer.
- Ability to question and delve deep to understand the customers business needs.
- Strong communication skills, facilitate alignment and effective exchanges with internal/external partners/customers and promptly resolve any conflict to encourage harmonious and productive interaction.

**Desirable**
- Previous experience with a subscription sales model.
- A background linked to L&D/Training or HR to support in understanding the client’s needs in line with their business objectives.
- Experience of using MS Office or Google Apps.
- Experience of presenting to people whether face to face or in the virtual environment.

It’s more than just your skills and experience - what else we’d like to see:

- A proactive sales hunter profile.
- Driven to achieve results.
- Collaborates by readily sharing information and solutions with others, Learns from the experience and expertise of the team. Looks for opportunities to introduce Mind Tools executive management where appropriate.
- Team player who operates internally and externally as a good team player. Working collaboratively at all levels aligning Mind Tools goals in a positive and constructive manner.
- Openly shares knowledge with the New Business and Client Success team.
- Continually develop your abilities around complex, consultative selling skills and work
- To be open and receptive to feedback, demonstrating a willingness to take on board advice and guidance.
- Accountability, Listens to and understands the needs of external and internal customers, and treats customers in a respectful, positive way. Takes responsibility for the goals and tasks assigned and be proactive in taking the lead on commercial discussions.
- To work respectfully and supportively with the Head of New Business to drive forward the team’s objectives.
- Able to focus and deliver whilst working in an informal, open environment.
- Adapts well to the continually changing environment of our business.
- Able to represent Mind Tools in a professional, courteous and considerate manner.
with sales management to ensure a training program is instituted as required.

Finally, just to give you the heads up:

Mind Tools is a business which continues to grow and as the business changes and reshapes we need to ensure that the contents of this job description are relevant and fit for the future. We will continue to review and be transparent with any changes which we recognise are needed.