In a nutshell:

Required to generate sales by proactively calling and selling Mind Tools products and services to a defined audience of prospective clients. These prospective clients will consist predominantly of the top 5000 US companies.

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:

- Generate new business sales pitching the Mind Tools Corporate Solution to prospective clients.
- Provide demonstrations booked from “cold call” data.
- Proactively generate sales opportunities and write sales proposals.
- Provide data from tracked call volumes and time.
- Follow up pitches to answer questions and progress to closing the sale in accordance with client needs.
- Close liaison and support to Client Success team.
- Record all sales opportunity to ensure visibility on the sales pipeline.
- Review monthly with team call/pitch rates and associated trial and closure rates.
- Collaborate with corporate/account management team to look at continuously improve overall outbound sales activities.
- Support new team members to learn the role.
- Work effectively, respectfully and efficiently with all stakeholders.
- Support the Head of New Business to drive forward unitedly the team’s objectives.

Your success will be measured by:

Key performance areas:
- Lead generation from cold (30%)
- Moving prospects to confirmed orders (50%)
- Collaborative activities (20%)

Overall key performance measures:
- Maintain a high level of outbound phone activity engaging both new prospects and pipeline deals.
- Creation of new sales opportunities within Salesforce.
- Effective diary management to ensure coverage to achieve sales targets.
- Achieving Sales Targets.
You will need to have:

**Essential**
- Good standard of education (GCSE or equivalent).
- Up to two years sales experience.
- B2B over the phone experience.
- 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.
- Experience of using word processing and spreadsheet applications.

**Desirable**
- Cold call experience.
- 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:

**Essential**
- To work respectfully and supportively with the Head of New Business to drive forward unitedly the team’s objectives.
- A positive contributor who understands and nurtures the culture of Mind Tools.
- Actively engages and collaborates with others to deliver results.
- Organises and prioritises work well, to take account of competing internal and client priorities.
- An understanding of the processes and issues relevant to your job. This ranges from job knowledge to an appreciation of complex internal and external business issues and trends.
- The emotional intelligence to recognise that all those who work for Mind Tools are valued contributors and no one is of greater value than another.
- Able to focus and deliver whilst working in an informal, open environment.

**Desirable**
- A proactive sales hunter profile.
- Driven to achieve results.
- Proficient with communicating and developing business over the telephone.
- Able to quickly connect with people and generate rapport.
- Articulate and clear over the telephone.
- Able to produce well written communications such as emails to clients.
- A strong team player.
- Confidence presenting skills.
- Proficient active listener.
- Has a positive and helpful approach whilst at work with a willingness to muck in.
- Has passion for their profession and role and continually looks to develop and improve.
- To be open and receptive to feedback, demonstrating a willingness to take on board advice and guidance.
- Adapts well to the continually changing environment of our business.
- Able to represent Mind Tools in a professional, courteous and considerate manner.

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.