

Senior Sales Executive - Tier 1

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Company: Kerridge Commercial Systems

Location: United Kingdom

Category: other-general

At KCS we've introduced a flexible hybrid work policy, where employees spend three days in the office and two days working from home. This approach promotes a balanced work environment that combines office collaboration with the comfort and convenience of remote work.

As a New Business Sales Executive, you will be responsible for promoting our suite of software solutions into the wholesale, manufacturing and distribution market place, with the aim to deliver new business sales against an agreed annual target.

As a Tier 1 sales executive you will focus on acquiring new customers by selling and promoting our K8 software-based solution. Through prospecting, lead generation, cold calling, networking and conducting sales presentations along side our dedicated presales team to potential customers.

Your goal is to identify and cultivate relationships with prospects, understand their needs and ultimately close deals to drive revenue growth for our company.

Key Responsibilities:

The overriding goal of a Tier 1 new business sales executive is to drive revenue by acquiring new customers and expanding the company's customer base. You will do this by:

Prospecting and Lead Generation: with the support of our internal lead generation tea, you will identify and research potential customers who maybe interested in our K8 solution

Cold calling and Outreach: Initiating contact with prospects through telephone calls, emails or other various communication channels to introduce our offerings ad schedule meetings and/or demonstrations

Conducting Sales Presentations: presenting the company's products and services to potential customers in a compelling and persuasive manner, highlighting the value proposition and addressing any objections or concerns

Building Relationships: Cultivating relationships with prospects by understanding their needs, challenges and goals whilst positioning the company as a trusted advisor and solution provider

Negotiating and Closing Deals: Negotiating terms, pricing and contracts with prospects to secure new business agreements and achieve sales targets.

Collaboration: working with internal teams such as marketing, product development, professional services and customer support to ensure alignment in delivering value to our customers.

Reporting and Analysis: Tracking sales activities, pipeline progress and results using our CRM system or other tools and providing regular reports and analysis as requested by management

Continuous Learning: Staying up to date on the latest industry trends, competitor activities and product developments to effectively position the company's offerings in the market and obtain a competitive edge

Key Requirements:

To excel in this opportunity, you will need a combination of skills, knowledge and experience:

Communication: Effective communication skills are crucial for articulating the value proposition of the company's products or services, building rapport with prospects and negotiating terms.

Interpersonal Skills: Strong interpersonal skills help in establishing and maintaining relationships with clients, understanding their needs and address their concerns.

Sales Techniques: Proficiency in various sales techniques such as prospecting, cold calling, objection handling and closing techniques is essential for success in new business sales.

Product Knowledge: A deep understanding of the company's products or services, including their

features, benefits and competitive advantages, is necessary to effectively communicate how we can offer added value.

Market and Industry Knowledge: Knowledge of our targeted industry enables you to identify opportunities, anticipate challenges and position our offerings effectively.

Resilience and Persistence: New business sales can be challenging and often involves facing rejection and setbacks. Resilience and persistence are essential for overcoming obstacles and staying motivated.

Excellent ability to management and organise your time effectively

Proven problem-solving ability enabling you to identify customer needs, address objections and find creative solutions to meeting requirements will be crucial for closing deals.

Proficient in technology to include: MS Office, CRM systems, email marketing platforms and presentation software.

You will be of an analytical mindset to ensure you can track sales performance, analyse data and identify opportunities for improving sales strategies and processes.

You will maintain ethical standards in sales interactions by having the ability to conduct yourself appropriately in order to foster trust and credibility with customers, leading to stronger and more sustainable relationships.

Special Conditions:

A valid driving licence and passport is essential as travel will be required as part of the role

Company Info

Kerridge Commercial Systems (KCS) is the market leader in developing and delivering fully integrated business management solutions for distributors, suppliers, resellers, wholesalers and merchants. Our mission is simple: to design, implement and support high performance systems that enable our customers to source effectively, stock efficiently, sell profitably and service competitively.

Equal Opportunities

KCS is proud to be an equal opportunity workplace and is an affirmative action employer. We are committed to equal employment opportunity regardless of race, colour, ancestry,

religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status. If you have a disability or special need that requires us to adjust the recruiting process please do advise us when contacted.

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