

## Sales Manager

Feedback Ferret is looking for a tenacious and dynamic results driven Sales Manager who will generate qualified customer leads and develop them into sales opportunities primarily within the Travel sector but also within Financial Services, Hospitality, Charities and Housing sectors.

Feedback Ferret develops and deploys a highly specialised and comprehensive management tool to gather, analyse, report and act on open-ended, unstructured Voice of Customer feedback. We are excited to be launching our new technical platform in Q2 2019 – this will make it quicker and easier to set-up, deploy and operate new client programmes as well as offering a more client-friendly reporting suite.

We have a global reach with offices in Bourne End (UK HQ) & USA. We are currently doing business throughout Europe as well as in North America and South Africa. We have significant experience in the automotive industry and are now looking to take advantage of new opportunities in other sectors.

This is an ideal opportunity for an ambitious individual with a background in technology, analytics, client management, and pre-sales to take a leading role in driving Feedback Ferret's growth. You will join a small, dynamic and experienced team that will fully support your sales efforts.

### BASED AT

HQ office in Bourne End, Buckinghamshire

### LINE MANAGER

Direct Line Manager: Nicola Douglas

Escalation Manager: Piers Alington

### JOB PURPOSE

The Sales Manager is responsible for developing and acquiring new clients in the UK (primarily) and European markets.

### KEY RESPONSIBILITIES AND ACCOUNTABILITIES

- Continuously researching new prospect names and companies that fit our target customer profiles;
- Contacting both cold and warm prospects (by phone and email) and nurturing the prospects throughout the sales cycle;
- Exhibiting creativity in getting the attention of mid-level and senior members of prospect companies;
- Further develop the prospect database, keeping accurate record and notes of contact information and prospect activity – with support from the Sales Operations Manager;
- Schedule and carry out web-based demonstrations and/or face-to-face appointments;
- Ensure the sales pipeline is continually being filled with quality leads;
- Writing effective sales proposals;
- Signing new clients and growing the UK and European business;

- Managing the workload and performance of the Sales Operations Manager.
- The Sales Manager will be supported by the Sales Operations Manager, Marketing Manager and Programme Delivery team, as required.

## **EXPERIENCE, SOFT SKILLS AND PERSONALITY TRAITS NECESSARY TO EXCEL.**

- A dependable, trustworthy, organized and articulate professional who enjoys working independently, but who also is a team player sharing the same company values, vision and dedication to growing our organisation;
- A proven track record (3+ years) in technical solution selling, preferably within the Travel sector or any of the other sectors being targeted by the business (see introductory paragraph);
- Ability to maintain a high level of activity, manage multiple competing priorities, and work effectively in a results-driven culture;
- Excellent verbal and written communication skills, presentation skills, active listening skills and the ability to maintain an energetic phone presence;
- Ability to connect and establish rapport easily with a wide variety of potential clients, including senior executives;
- Creativity and great attention to detail;
- Demonstrate interest in technology, including comfort with technical concepts and ability to learn new technology applications;
- Experience of line management.

## **HOURS, WORKING CONDITIONS, TRAVEL REQUIREMENTS**

37.5 hours per week across 5 days p/w Monday to Friday.

You may be required to host/attend sales events over weekends, as applicable.

You may be required to travel nationally on occasion.

## **SALARY**

The right candidate will earn a competitive base salary plus commissions and incentives.

## **START DATE**

March / April 2019

## **APPLICATIONS**

To apply, please send your CV and a covering letter explaining why you would be suitable for the role to [jobs@feedbackferret.com](mailto:jobs@feedbackferret.com).

January 2019