

# Product Sales Executive

## Job Description

### The Role

You will be a driving force in achieving sales targets within a high activity sales environment. You will be making outbound calls to cold and warm prospects, talking with Construction industry professionals across the UK, looking to understand their business and their current objectives. Using this information you will be selling a range of products and services to match their needs. Your goal is to successfully create as many genuine sales opportunities as possible and manage them to a successful conclusion.

The key areas of responsibility for the Inside Sales Executive include:

- Identifying and generating sales leads both personally and working with the Business Development Team
- To hit activity targets in respect of calls, demonstrations and quotes
- Selling products and services to multiple stakeholders
- Opportunity management

### Skills, Experience and Qualifications

#### Essential Skills

- Relevant knowledge and experience of the construction industry and / or Causeway products.
- Proven track record of lead generation and / or sales experience.
- Degree level, diploma or equivalent education preferred.

#### Desirable Skills and Experience

- Experience of the application of IT to business problems
- Relevant sales experience
- Able to demonstrate a good understanding of business processes in the construction sector.

#### Competencies

- Goals and targets will be what you live for but it's supporting businesses in solving their challenges that inspires you the most.
- You will want to be part of something special and contribute to the success of the team.

- You will be a passionate individual who has the ability to change a customer's way of thinking.
- You will be articulate, with excellent communication skills, telephone manner and ability to build rapport fast.
- Excellent planning and organisational skills to manage a high number of activities, with good time management, the ability to prioritise and to remain calm and objective under pressure.
- Excellent attention to detail and data management skills
- Self-motivated, creative and confident in recording videos and using social media
- You will be confident with delivering a strong needs analysis to help determine how a prospect's business requirements align with Causeway's solutions.
- High standard of personal presentation, ensuring that Causeway is represented professionally
- Tenacious, highly energised, passionate and committed, determined to achieve amazing results and make an impact, delivering to high standards and delighting customers

## Your Responsibilities

### Opportunity management

- Follow up on marketing campaigns to identify leads and opportunities.
- Identify, engage and interact with customers and prospects to identify business opportunities.
- Ensure proactive and timely updates to opportunity progress in the CRM system, so that the business has access to accurate professional reports and forecasts in real time.
- Make good use of social media to promote awareness and interest in the products and work with the marketing teams to produce campaigns and events to generate new prospect leads.
- Ensure correct follow up of any incoming sales leads and leads generated by campaigns.
- Develop knowledge of the target market and their pain points, as well as competitor information and their strengths and weaknesses, segmentation, positioning, contacts, market developments and value propositions, to demonstrate knowledge to prospects and maximise opportunities.
- Analyse the industry and identify targeted groups to prospect, ensuring intelligent, strategic and sophisticated campaign plans and webinars are developed, delivered and in operation at all times, specifically targeted to the market and based on commercial research
- Ensure proactive and timely updates to opportunity progress in the CRM system, so that the business has access to accurate professional reports and forecasts in real time.

### Sales

- Consistently achieve required sales activity metrics and targets via telephone-based selling and face to face meetings.
- Analyse the industry and identify targeted groups to prospect, ensuring intelligent, strategic and sophisticated campaign plans and webinars are developed, delivered and in operation at all times, specifically targeted to the market and based on commercial research

- Build relationships at all levels and be able to conduct sales demonstrations and webinars to identify and qualify opportunities for cross selling and upselling products and services.
- Ensure consistent pipeline growth and maturation (3x target) achieved by careful forward planning and consistent implementation of strategic campaign calendar.
- Establish potential customer requirements and showcase some of our solutions and services, fielding questions and ensuring that Causeway's products are matched to the customer's needs.
- Learn about the industry by reading, watching videos, listening to podcasts, attending industry events and seminars to prepare you for having knowledgeable, credible and transparent conversations in the industry across the UK.
- Understand and influence customer's decision making process and guide the customer to positive decisions and outcomes on Causeway proposals.