

Territory Manager

Date: 15-Feb-2021

Location: Egham, Surrey, UK

Company: Webtrends Optimize

At Webtrends Optimize we help businesses increase online conversions. To maximise the ROI from their website and other digital assets with informed, data-driven decisions. With our simple approach and market-leading technology we enhance digital experiences and allow experimentation without restrictions, with an absolute focus on the customer at all times.

One size very rarely fits all, and that ethos is at the core of everything we do. It's why we offer a SaaS solution, a Managed Service or a hybrid of the two. Why we work with both agencies or directly with clients. And why all of our testing, personalisation and experimentation tools & features are available to every one of our clients and partners, with no hidden tiers or upgrades required.

Life at Webtrends Optimize is dynamic and full of opportunities, fusing the energy and enthusiasm of a start-up with the heritage of a well established product, and the knowledge of a hugely experienced team that know the industry inside out. We can offer you the chance to create, learn and innovate; and also offer a flexible benefits package with a range of options to match your lifestyle.

Position Description

The role of New Business Territory Manager is to lead the sales efforts for the Webtrends Optimize solution within assigned global sales territories. In this role you will be responsible for generating and building a qualified sales pipeline, identifying the best solution, presenting product demonstrations and converting prospects into clients.

Primary Responsibilities

- Create and manage your own pipeline of prospects from lead generation to paying customer
- Create a database of prospects and target customers with complete contact information
- Supported by in-house training, you will become an expert in our products, services and tools
- Conduct product demonstrations encompassing both technical and non-technical aspects
- Identify new business opportunities including channel and other partnerships
- Engage with decision makers in medium/enterprise sized businesses and marketing agencies
- Conduct systematic market research to generate high quality leads and identify key players
- Maintain accurate/complete customer records and activity/pipeline reports within the CRM
- Achieve and report on key KPIs agreed with the Sales & Performance Director
- Consistently forecast monthly and quarterly performance within a 10% margin of error

Interaction

This position is both externally and internally facing. The successful candidate must be able to build and maintain strong and professional working relationships internally with members of the Account Management, Marketing and Sales Operations, and externally with customers, prospects and partners.

Required Skills

- Demonstrated ability to convert prospects and close deals by phone and in person while maintaining established sales quotas
- Experience in generating new leads and opportunities self-sufficiently
- 3+ years' experience in a SaaS sales capacity
- Proven track record of success in B2B sales
- Technology savvy and proficient in the use of a range of communication, presentation and other business tools
- Excellent interpersonal skills and ability to communicate (orally and written) effectively
- Excellent research, planning, organisation and time management skills
- A self-starter with the ability to work independently and to understand/match customer needs to company products/services
- Strong work ethic with a proven ability to handle, adapt, and overcome change

Preferred Skills

- Classically trained in a proven sales methodology (ie. Miller Heiman Strategic Selling or similar)
- Experience in a sales capacity within the Digital Marketing, Experimentation, Testing and Personalisation sector
- Extensive knowledge of Digital Marketing techniques and methodologies

Working Conditions

- The position is located at our UK Headquarters in Egham, Surrey, UK
- Flexible home working policy
- Travel is minimal
- The job involves extensive time working at a computer
- Candidate must pass background check

Position Type

- Regular/Permanent, Full-time