



JOB DESCRIPTION
SALES EXECUTIVE

8th February 2021

Role: Sales Executive.

Location: Working from home while Covid restrictions apply, then working flexibly from a Central London co-working space.

Contract: Permanent, full-time.

Preferred start date: March or April 2021.

Deadline for application: 26 February 2021.

Summary

This is a great opportunity for a candidate with circa two years' experience of new business sales - preferably in a B2B or SaaS environment - and wants to take on more responsibility in a smaller company where you can have more impact. It's a client-facing and quota-bearing role which requires responsiveness, tenacity and professionalism. You will join a high-growth scale-up with ambitious expansion plans and plenty of scope for career development as we evolve. The role offers an annualised OTE of circa £50,000 in Year 1 with annual comp reviews and the prospect of inclusion in the company's option scheme from Year 2 for high performers with a long-term horizon.

Company

Tussell fills the gap for useful and reliable information on UK public procurement, a crucial market that accounts for more than 10% of UK GDP. Post Covid and Brexit, public contracts and investment have never been more important to promoting an equitable national economic recovery.

The company is founder-led and investor-backed. Spurred on by the growth of public contracting as the state expands, we saw record revenue growth in 2020. Unusually for a company of our size, we enjoy a high profile in the press: in 2020 our data was cited more than 150 times in the mainstream media as the market's trusted data source - underlining the relevance and interest in our dataset.

We want to make the UK the easiest place in the world for companies to do business with government – through better insight. Our product is a subscription-based online market intelligence service. It works by collating open data on contracts and expenditure from hundreds of public sector sources and transforming it into decision-ready data, primarily for business development professionals. Our clients range from brand-name multinationals through to small companies and an increasing number of public bodies.

Role

Now, following a period of significant expansion in Tussell's business despite the pandemic, we are looking for a **Sales Executive** to consolidate our position as the market leader in our niche:

- **Goal:** Accelerate revenue growth through new business sales of our subscription service. Renewals and up-sell are excluded. Once-off sales are less well compensated.
- **Responsibilities:** Nurturing inbound leads, giving demos and closing sales.
- **Success measures:** Performance against a quarterly new business sales target by the end of month 3 in the job.
- **Outcome:** Contributing towards Tussell's overall growth in new sales of more than 70% in 2021.

Day to day responsibilities

One of two newly hired Sales Executives, you will report into Tussell's CEO & Founder and be coached by an existing Sales Executive. Your day-to-day responsibilities will include:

1. Nurturing warm inbound leads to a virtual meeting over Zoom. Leads generally originate from Tussell's media profile and/or digital marketing.
2. In a (virtual) meeting, qualifying the prospect's needs through skillful questioning and active listening. Then articulating the company's value proposition persuasively, and confidently giving a tailored live demo of our product.
3. Moving opportunities decisively through the stages of the sales pipeline and closing the best leads within a 1-month sales cycle.
4. Building and maintaining a realistic sales pipeline that is at least 3X your rolling 3-month sales target.
5. Recording all of your activity in our CRM system to maintain an audit trail and systematic measurement of conversion through every stage of the sales process.

Our ideal candidate

A natural self-starter, you will be a good communicator with energy and flair. You will be a good listener and able to close decisively. You will be able to articulate our value proposition and showcase our product persuasively. You will be tenacious and resilient, and comfortable being judged by results.

Experience

Essential:

- At least two years' experience in a quota-bearing new business sales role.
- Excellent verbal and written communication skills.
- Comfortable getting to grips with an analytical market intelligence service. (You will be expected to be a power user of the product that you're selling.)
- Competent knowledge of Excel and the rest of the Microsoft Office suite.
- Bachelor's degree, grade 2:1 or above.

Preferred:

- Experience in a B2B company, either SaaS or data.
- Experience of selling to the UK public sector.
- An interest in current affairs who is comfortable discussing the topics of the day.
- Interest in acquiring new digital skills.

Tussell's culture

The ability to learn fast, desire to get stuck in, and capacity to originate your own ideas soon after joining are part of Tussell's culture. Here are a few other qualities we value. You will:

- Be protective of Tussell's carefully built reputation for data quality. We're seen as a reference source – so attention to detail matters.
- Be flexible and resilient – we're a fast-paced start-up and sometimes you will need the ability to stay calm under pressure/urgency.
- Seek constructive feedback – nobody's perfect, but it's good to learn from mistakes.
- Have a sense of accountability – if you told someone you're going to do it, do it. But don't be afraid to ask for help when you need it.
- Be empathic, easy-going and enjoy working in a team – we're a small, tight-knit team where everybody's contribution matters, and we help each other.

Compensation

Starting basic salary of £25,000 – 30,000 depending on experience and annualised OTE in Year 1 of circa £50,000. An annual comp review based on individual performance. Potential from Year 2 for inclusion in the company option scheme for proven high performers with a long-term horizon.

Most of Tussell's management positions are occupied by people who previously joined at this level or earlier in their careers and have been promoted on account of their cultural fit and tangible impact.

You can expect to work in an agile and respectful company where your contribution will be recognised. You will be supported and encouraged in your personal and professional growth, and you will be allowed to do your best work with autonomy and purpose.

How to apply

Submit your CV **with a covering letter making the case for your suitability for the role** to gus@tussell.com with the job role in the email subject by the 26th February. A cover letter is essential and generic ones will be ignored. We're more interested in understanding why you're excited about this particular role and what you could bring to the company than in a list of your past accomplishments.

Application process

The interview process will be as follows:

- An initial 15-30 minute screening phone call with Tussell's founder.
- Follow-up Zoom interviews with 2-3 members of our team.
- A potential short practical assignment to test your data-literacy and/or copy-writing skills.
- Reference checks.