

Sales Executive Outbound - Hunter

Location - Belfast, Northern Ireland

Salary - £18,000 - £22,000

Reports to - Director of Sales

Lightyear is an award winning 5 Star Rated, FinTech scaleup. Based at the Catalyst Innovation Centre in Belfast, within 3 short years, we have delivered a global platform and global team with customers in 17 different countries. Lightyear's AP product automates data entry and streamlines the Accounts Payable process for businesses and groups of all sizes. Our primary target verticals are in the Accountancy/Bookkeeping and Retail/Hospitality sectors however our software is ideal for the Accounts Payable function of any SMB's so you will not be restricted by industry type.

Role Description

This is a unique opportunity for a highly motivated individual that has an appetite for outbound lead generation/sales. You will be joining the fastest growing SaaS Tech company in Northern Ireland. Lightyear's team has a proven track record in delivering innovative software products to businesses of all sizes.

The role is business development focused and involves making a high level of daily sales calls to prospective clients, evaluating their needs, matching them to our solution and converting these calls into demonstrations that you will also present out. With the ultimate aim of generating leads and appointments with senior decision makers, whilst owning opportunities from initial call to signed order.

You will be responsible for driving new business enquiries via outbound activities, with full back-up from the existing sales & support teams. You will spend the majority of your time calling people off the back of our Marketing Campaigns predominantly. You will spend time engaging across social platforms to gain interest. When speaking to these prospects quick needs analysis is important and then winning them over, clearly explaining the benefits in a concise manner.

The Person

We are looking for an independent, motivated and hungry outbound Sales Executive with experience in selling tech preferably to Finance teams across multiple sectors. You must have at least +2yrs experience doing outbound sales/cold calling selling tech to senior decision makers.

Outbound Sales Executive - 3 main responsibilities:

- **Lead Generation** - Identifying new sales leads via multiple channels.

- **Selling** - Presenting and Pitching products via video calls and on the phone and
- **Building Relationships** - To encourage referral business

Lead Generation

- Researching organisations and individuals online (especially on social media) to identify new leads and the correct Decision Makers
- Networking/lead capture through conferences, meetings, industry partnerships and industry events
- Contacting potential clients via email, phone or mutual introductions to establish rapport and set up meetings
- Pipeline management and forecasting - Apply smart prioritisation processes to focus on the low hanging fruit and the big wins, both short and long term, and ensuring that each stage of the sales pipeline has enough opportunities to meet/exceed targets

Selling

- Clearly identifying and articulating the needs/pain points of the customer
- Rapport building to ensure long lasting relationships
- Customising presentations to meet the customer needs
- Managing all sales cycles ensuring with particular attention that everything is captured in our CRM
- Negotiating and renegotiating by phone, email, and in person
- Ensuring all targets are met including key KPI's

Building Relationships

- Build new relationships with clients to generate a referral pipeline.
- Be aware of developments happening across your customer base which can include:
 - Decision Maker changes
 - New customer strategies
- Add value to your customers by helping them grow their practice/business, sharing up and coming industry insights and thought leadership.
- Consultative selling: Gather product feedback from customers and feeding it back into the development team and keeping customers aware of feature releases
- Work with the servicing team to ensure your customers are receiving 'best in class' service.

Key Skills / Requirements:

- Confident and professional on the phone
- Extremely motivated, hungry to close deals and earn excellent commission
- Customer-centric approach to sales with a 'can-do' attitude
- Ability to learn new technology and demo products to prospective customers
- Preferred educated to degree level or equivalent experience
- Must have a passion for business software and solving customer problems

- Self starter who is target-driven and motivated – must be comfortable in a target oriented environment
- Excellent communication and presentation skills (telephone, written and face-to-face)
- Consultative sales skills: a balance of soft sell approach and hard sell closure
- Excellent time management, an individual who thrives on working autonomously
- The ideal candidate will be determined, outgoing, positive, articulate and diplomatic

Benefits

- Competitive salary
- Achievable OTE targets with uncapped Commission structure.
- Start-Up Culture: Fast, Fun, Collaborative, Innovative.
- Career Development: Experienced leadership team, be part of a global success story early
- 20 Days paid leave plus public holidays
- New Office with mini Gym
- Work life balance. Flexible working hours and working from home.
- PC/Laptop included

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Expected start date: 01/12/2020

Job Types: Full-time, Permanent

Salary: £18,000.00-£22,000.00 per year

Additional pay:

- Commission pay

Benefits:

- Company pension
- On-site parking

Schedule:

- 8 hour shift
- Monday to Friday

COVID-19 considerations:

- Full PPE in place.