

# Role Description

## Sales Manager [Permanent]

March 2019  
Revision 1

### General

<b>Job Title</b>	Sales Manager
<b>Role Type</b>	Permanent
<b>Line Manager</b>	CEO
<b>Base Location</b>	Adam House, 7-10 Adam Street, London, WC2N 6AA with flexibility to work from home on an agreed basis
<b>Background</b>	Software Alliance Limited ("SAL") is a provider of software solutions to the (life) insurance industry, with a primary focus on financial modelling. SAL are in the process of redefining their future business strategy / plans following the appointment of a new CEO. SAL are seeking an experienced sales director to lead the future business development effort and also manage relationships with existing customers.
<b>Role Summary</b>	Reporting directly to the Chief Executive, the Sales Manager is responsible for developing and delivering a commercial strategy for Software Alliance. An ambitious but achievable commercial strategy is at the very heart of the future ambitions of the business.

### Job Dimensions

<b>Direct Reports</b>	0	<b>Total Headcount</b>	0
<b>Key Contacts</b>	CEO Product Manager Operations Manager	<b>Scope of Impact</b>	Cross organisation

### Key Responsibilities

<b>Primary Duties - Sales</b>	<ul style="list-style-type: none"> <li>▪ Responsibility for developing the SAL commercial strategy, along with the successful communication and delivery of the strategy</li> <li>▪ Responsible and accountable for developing and executing business strategies to deliver growth in accordance with the strategic plans</li> <li>▪ Responsible for promoting the product in existing and new territories - for example trade shows and conferences</li> <li>▪ Develop and ensure commercial procedures are maintained by sharing best practice and continual improvement to protect company's commercial position,</li> </ul>
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	<p>including measurement tools to forecast success with support from Finance team</p> <ul style="list-style-type: none"> <li>▪ Formulation and implementation of interventions to deliver sustained performance in terms of securing tenders and new business opportunities</li> <li>▪ To guide and direct commercial activity to maximise the potential of SAL's products and services, to support delivery against KPI's and targets</li> <li>▪ Responsibility for new business development, negotiations and commercial contracts in line with proposed budgeted growth</li> <li>▪ Monitor and evaluate emerging business opportunities with a view to positioning the sales, pre-sales and technical capability accordingly</li> <li>▪ Develop regular / on demand pipeline reporting &amp; analysis for CEO / SAL Board and provide guidance / recommendations for improvements, working closely with the CEO/ Finance team to assess progress against budget</li> </ul>
<b>Primary Duties - Relationships</b>	<ul style="list-style-type: none"> <li>▪ Responsible for managing and developing the relationships with all existing and future SAL customers</li> <li>▪ Responsible for identifying new partners / agents and developing and managing relationships with all partners / agents</li> <li>▪ Implementation and management of an effective CRM supported throughout the organisation, including regular / on demand reporting &amp; analysis for CEO / SAL Board</li> </ul>

## Key Performance Indicators

	<ul style="list-style-type: none"> <li>▪ Projected budget revenue targets are met</li> <li>▪ First year new revenue target £250k</li> <li>▪ Budgeted new business is grown in line with the budget</li> <li>▪ Agreed KPI's are met</li> <li>▪ Customer / partner satisfaction in line or exceeds KPIs</li> </ul>
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## Internal Interfaces & Relationships

	<ul style="list-style-type: none"> <li>▪ CEO</li> <li>▪ Product manager</li> <li>▪ Finance team</li> </ul>
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## External Interfaces & Relationships

	<ul style="list-style-type: none"> <li>▪ Existing customers</li> <li>▪ Potential customers</li> <li>▪ Sales agents and partners</li> <li>▪ Media</li> <li>▪ Marketing agencies</li> </ul>
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## Experience & Knowledge

	<ul style="list-style-type: none"> <li>▪ Experience of selling services and / or software solutions, ideally within Financial Services</li> </ul>
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## Qualifications

	<ul style="list-style-type: none"> <li>▪ Ideally degree educated or equivalent</li> </ul>
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## Essential Skills

	<ul style="list-style-type: none"> <li>▪ Highly organised self-starter with a very keen attention to detail</li> </ul>
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	<ul style="list-style-type: none"> <li>▪ Very strong verbal and written communication / interpersonal skills, with the ability to build and deliver powerful presentations</li> <li>▪ A strong sales-led mentality, focusing on generating and developing new leads</li> <li>▪ Big-picture thinker who can participate in strategic and operational discussions</li> <li>▪ Experience of working with clients / organisations of different sizes, cultures and legal / regulatory jurisdictions</li> <li>▪ Ability to influence at all levels – up to and including C-suite</li> <li>▪ Possess a mature, positive attitude in the face of ambiguity and change</li> <li>▪ Dynamic with a strong sense of urgency</li> <li>▪ Well presented</li> <li>▪ Experience of working in start-up / restart environment preferred but non-essential</li> </ul>
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## Personal Qualities

	<ul style="list-style-type: none"> <li>▪ Ability to work autonomously</li> <li>▪ Team player</li> <li>▪ Personal Integrity</li> <li>▪ Conscientious</li> <li>▪ Well presented</li> </ul>
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## Work Arrangements

	<ul style="list-style-type: none"> <li>▪ Likely to be away from office for at least 50% of time</li> <li>▪ Willingness to travel both domestically and internationally</li> </ul>
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