impellus BUSINESS PERFORMANCE TRAINING

OPPORTUNITY

Sales Executive

SALARY

£36,000 + commission

OTE

£54,000 in year one

LOCATION

St Albans/Hybrid

This isn't a job for someone who simply wants to be a salesperson.

It's for someone who wants to build a career in business.

We're looking for an ambitious, articulate and commercially minded person to join the Impellus sales team. You already have some experience of professional B2B sales and know that you're capable of more.

You want to develop your skills, understand business better, earn well and, ultimately, take on greater responsibility.

If that sounds like you, we'd like to hear from you.

Impellus Ltd.

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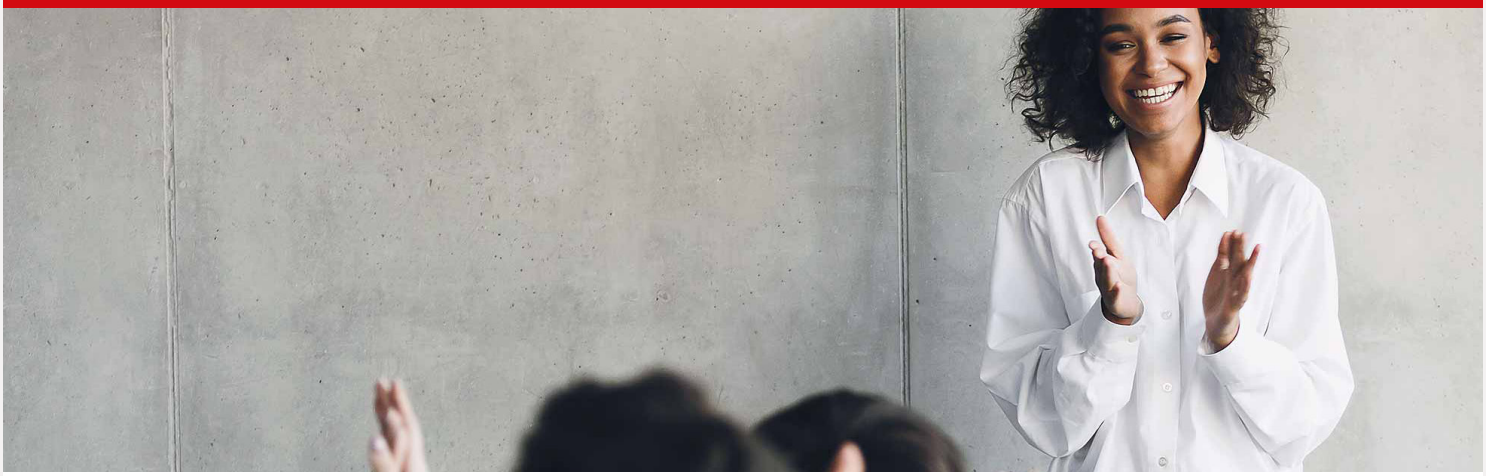


WHO ARE IMPELLUS?

Impellus helps businesses develop better managers and leaders.

We work with organisations across the UK, helping them improve the skills, confidence and effectiveness of the people who manage their teams.

We're an ambitious business with a strong focus on doing things properly – for our customers, our people and each other.

And we're growing.

That means we're looking for people who want to grow with us.

THE OPPORTUNITY

As a Sales Executive, you'll be responsible for winning new business and developing existing opportunities.

A lot of your work will be done over the telephone. You'll speak to business owners, directors, HR professionals and L&D leaders, understand what they're trying to achieve and identify where Impellus can help.

You won't be starting with a blank sheet of paper.

We'll provide you with:

- Warm prospects and incoming enquiries
- Targeted prospect lists
- Marketing-generated opportunities
- Training and coaching
- A structured sales process
- Salesforce and the systems you need to succeed

Your job is to turn those opportunities into customers.

But there's more to the role than hitting a sales number.

You'll learn how businesses make decisions. You'll develop your commercial judgement. You'll improve your communication, negotiation and influencing skills. You'll learn how to manage a pipeline, understand customers and contribute to a wider commercial strategy.

In other words, you'll become a better salesperson and **a better businessperson.**

WHAT ARE WE LOOKING FOR?

We're not particularly interested in someone who has simply spent years making sales calls.

We're looking for someone with ambition and potential.

You might currently be a Sales Executive, BDM, Account Executive or similar, with two or more years' experience selling to businesses.

You should already be comfortable having professional conversations with customers and prospects, handling objections and working towards targets.

But just as importantly, we want someone who thinks:

"I want to see how far I can go."

You'll probably recognise yourself in some of these:

- You're ambitious and want to progress
- You have a strong work ethic and take pride in doing things properly
- You enjoy winning, but you're not interested in being a stereotypical salesperson
- You're naturally curious about business and how organisations work
- You're articulate, personable and comfortable speaking to senior people
- You like learning and actively look for ways to improve
- You take responsibility rather than waiting to be told what to do
- You're competitive with yourself and want to keep getting better
- You enjoy being part of a team and contributing beyond your own targets
- You're interested in eventually taking on greater responsibility and leadership

A degree in business, HR or a related subject would be useful, but it's not essential.

Your attitude, ability and track record matter more than the qualification.

WHAT YOU'LL ACTUALLY BE DOING

Your day will involve a mixture of:

Winning new business

- Calling and qualifying prospects generated through our marketing activity
- Speaking with warm prospects and incoming enquiries
- Identifying opportunities and converting them into customers
- Re-engaging previous and lapsed customers
- Following up opportunities and managing your pipeline

Building commercial skills

- Understanding customer needs and business challenges
- Developing your sales pitch and product knowledge
- Improving your communication and influencing skills
- Listening back to calls and working with your manager to improve
- Using Salesforce properly and maintaining accurate records
- Learning how to analyse and manage your own performance

Working as part of the team

- Working closely with our account management and marketing teams
- Ensuring customers are handed over properly
- Sharing ideas about how we can improve our sales process
- Contributing to sales resources, videos and other tools
- Playing a role in Impellus's social media activity
- Taking an active part in team and company meetings

YOU'LL BE TRAINED

We don't expect you to arrive fully formed.

You'll receive ongoing training and coaching, including regular call listening and feedback sessions.

We're interested in developing people who want to develop themselves.

If you're prepared to put the work in, we'll invest in helping you become better.

WHERE CAN THIS ROLE TAKE YOU?

This is the important bit.

We're looking for someone who wants this role to be the beginning of their career at Impellus, not simply their next job.

Sales Executive ⇢ **Sales Manager** ⇢ **Head of Sales & Marketing**

Exactly how quickly you progress will depend on your performance, ability and ambition.

But if you have the ability and determination to progress, we want to give you the opportunity to do so.

WHAT CAN YOU EARN?

£36,000 basic salary + commission, with an expected OTE of £54,000 in your first year

Commission is based on performance against target and is paid monthly in arrears on qualifying paid business.

The structure rewards people who outperform their target, with higher commission rates as performance increases.

THE ENVIRONMENT

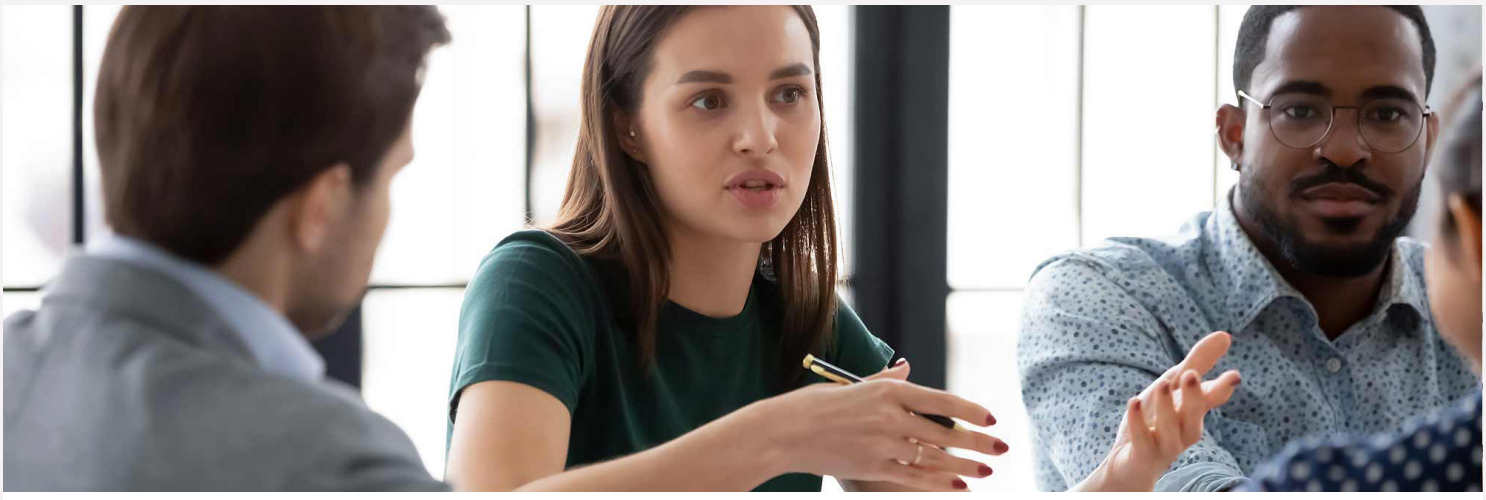
You'll mainly work from our St Albans office, with some home working.

We're a relatively small business, which means you'll have visibility, responsibility and the opportunity to make a genuine contribution.

You'll work closely with experienced people across sales, marketing, account management and the wider business.

If you want to hide in a big organisation and quietly do the same job for three years, this probably isn't for you.

If you want to learn, contribute, get better and see where your ability can take you, it could be.



INTERESTED?

If you're an experienced B2B salesperson who wants to build a serious career in business, we'd love to hear from you.

We're much more interested in **what you want to become** than simply what your current job title says.

Apply now and tell us what you're aiming for in your career.

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