

## **Beetroot: Head of sales // Sales team coordinator**

We are excited to be expanding our wonderful team. This time, Beetroot is looking for a person that will help us bring our sales processes to a new level. Everybody at Beetroot works non-hierarchically, and this role will reinforce the capabilities of the existing team, playing a major strategic role in the continued evolution of how Beetroot does sales. Your role will be focused on ensuring that Beetroot continues on its rapid growth trajectory, both by generating new business and by promoting the expansion of the existing business.

### **Responsibilities:**

- Collaboratively with the Sales team set sales goals together with the team for the upcoming year, quarter, month, week
- Establish team working process & coordinate workload
- Track sales on weekly/monthly/quarterly sales targets, examine growth opportunities, enable sales improvements
- Strategically partner with top company clients
- Leverage CRM data to construct, forecast, and manage sales activity and drive pipeline
- Review, improve, and organize current work templates, such as email/pitches
- Seek out new sales strategies for attracting new customers
- Identify, design, develop, and implement market-driven strategies to achieve Beetroot's goals
- Lead and oversee our junior and senior professionals, monitor performance as a whole
- Collaborate with senior sales management to create and implement sales action plans, incorporating key KPI-setting actions
- Apply analytics tools to sales performance for report sales strategy successes, weaknesses, and opportunities
- Oversee and improve sales & marketing funnels' performance using market analysis, competitor analysis, and knowledge sharing
- Build and maintain long-term relationships with customers in collaboration with HR and AM teams
- Establish and oversee the adoption of departmental vision and values as part of our teamwork culture
- Participate in improving Beetroot's business processes
- Recruit new team members - identify the need, drive the process, coordinate, interview, & assist with the onboarding & mentoring process

### **You will carry out these core responsibilities by:**

- Quickly becoming an expert user of our products and their features, deeply understanding why they exist, and how our customers use them
- Identifying customer candidates for case studies, reviews, testimonials, referrals, and, if needed, interviews along with the marketing team
- Recognizing opportunities for improvements, and implementing strategies to address them.

### **Required Qualifications**

- You've been in the sales business for 5+ years, preferably at least 3+ years in an IT sales leadership position;
- You have a degree in Communications, Marketing, Business Management, or any other related field.
- Practically proven ability to organize the work of the department set clear tasks for the team.
- You have fantastic communication skills: you love interacting with prospects, customers & team members, in writing and in person. You've given demos, presentations, held webinars, ... you name it.
- This role will require you to be self-motivated, have a strong entrepreneurial spirit, be adaptable to business growth fluctuations, work comfortably and effortlessly in group settings, be a persuasive and charismatic individual, and thrive in a fast-paced environment.
- Successful experience of accounts development
- Good understanding of inside sales, ABM models
- You know how to energize your team, and help each of them grow in their craft.
- Excellent ability to identify and resolve problems in the sales process
- Our perfect candidate for this position needs to demonstrate exceptional leadership skills, portraying an ability to move and inspire a large group in a unified direction and vision. Being a representative of the business, it will benefit if you're an easily approachable individual who is able to form strong and long-lasting relationships both internally and externally on behalf of the business.
- We expect you to have a keen interest in conducting research and data-driven insights coupled without standing planning & analytical capabilities.
- You're reliable, organized, and not afraid of numbers, spreadsheets, pivot tables. In fact, you like getting your hands dirty with that stuff when needed.
- Proven ability to drive the sales process from plan to close;
- Solid understanding of the market and trends;
- Proven track record of achieving sales growth and business plan goals;
- You are able to tailor messages in relation to the audience at hand and to present even the most complex messages in clear, simple, digestible, and convincing terms.

- Curiosity: you love finding what's behind a prospect's current pain points. You truly do believe that selling is first of all listening and caring.
- You know how to build long-term relationships and work cross-functionally.
- You have experience running complex multi-level and multi-location sales teams
- Advanced level of English. Like a second native is even better.

**Bonus:**

- At least general understanding of web development
- Experience in setting up & developing new sales channels is a plus
- Expertise in some specific world market