

## Sales Manager - UK

**Due to the growth of our business and increased demand for our Data Management & Compliance Solutions, Waterford Technologies is recruiting a Sales Manager to work as part of our Sales & Marketing Team. Based in Manchester, the successful candidate will have responsibility for selling and promoting our software products in the UK. The role entails following up on leads and opportunities provided by Waterford Technologies and using your own techniques, relationships, and networks to identify prospects. This is a key position working closely with our Sales Director. This is an excellent opportunity to develop your consultative selling skills and to gain experience selling into several diverse sectors.**

### Responsibilities

1. Secure the allocated annual targets for customer acquisition, revenue, and margin.
2. Create and manage an optimal mix of new and existing business.
3. Maintain the ideal sales pipeline inventory that predictably delivers monthly targets.

### Duties

1. Build a pipeline inventory of qualified opportunities with the optimum mix of numbers, timing, and value.
2. Execute a consistent outbound prospecting cadence, that delivers the right number of company-qualified prospects.
3. Execute the company's consultative and value-based approach to create and capture opportunities up to the handover level.
4. Maintain a complete current picture of your activity and effectiveness by populating the CRM and related tools.
5. Represent the company's vendor partners to a high standard that attracts maximum vendor-partner support (e.g., getting good quality leads from partners).

### Skill Set

1. Modern outbound prospecting skills, including outreach, using content, and effective virtual and on-site prospecting. This is an important part of the role.
2. Proven and effective discovery and diagnostic skills, ideally from a cyber domain, or at a minimum, from a managed services environment.
3. Excellent B2B conversation and presentation skillset at a level that gives prospects and clients the confidence to take advice from you. The business calls this the quality dialogue skill.
4. You need to have very good deal management skills including managing multiple stakeholders and internal procurement and approval processes at large companies and government organizations.

5. Executive-level and technical-level presentation skills.
6. The role requires you to accurately brief internal colleagues about the context and landscape of your prospects so that relevant advice and solutions are provided.
7. Efficient reporting through the CRM and the weekly forecast and 1:1 meetings. Good 'hygiene' in this area is part of the company's sales culture.

### Other

- Professional sales planning skills: pre-meeting and post-meeting are critical capabilities. This is considered a table-stakes requirement in the business.
- Familiarity with a sales qualification methodology.
- An ability to run webinars and public event presentations.
- Clean and clear writing skills: this is becoming more important where several stakeholders must be involved in an engagement and will work with email correspondence.
- Access to an established prospect or customer base you assist you in building early income, quickly.
- Proficiency in Microsoft, including PowerPoint and Word.

Note- This position is based in the Manchester, United Kingdom reporting to the Director of Revenue & Markets.

To apply for this position, submit your C.V and a cover letter to [careers0105@waterfordtechnologies.com](mailto:careers0105@waterfordtechnologies.com)