

Role Profile: Product Client Partner

Team/Location: Business Development - Saltash

Reporting to: Head of Experience Sales

Job Level: Level 3

Purpose...

To focus on driving our digital product line through a range of channels including self-generation and incoming enquiries whilst maximising revenue generation via existing and new HF relationships. You will need to respond to customers at pace, with accuracy, and insight to enable you to add value to our clients who work with us because of our passion, commitment, and energy.

You will use your experience of building a network of personal contacts and social selling to achieve minimum sales target expectations of £550,000 p.a.

You will be...

A driven and ambitious sales professional who is eager to take on responsibility with the confidence to operate confidently in a virtual, face to face and written environment

A results-oriented individual that is committed to overachieving on performance and KPIs

Able to demonstrate a strong understanding of commercial acumen and have an awareness of margin importance when pricing client proposals and the ability to negotiate and influence client and internal stakeholder decisions

A team player that is curious and always on the lookout for how we can collectively improve with a passion to get the job done

The Role is...

Proactively and enthusiastically targeting new and existing clients to enhance their understanding of HF digital products to generate product sales to a minimum revenue value of £550k per annum

Working closely with the Marketing Business Partner team to drive and align marketing and sales activity across all available channels

Using a multi-channel approach to spark interest in your target client base with the aim of arranging targeted demos of our products, content and platform

To creatively use social media, prospecting tools, emails, and other media to 'break through the noise' and secure new client relationships

Exciting your prospect customers about working with HF through your excellent product understanding, market knowledge, and powerful questions

Consistently following your prospecting process, and internal workflows to generate reliable results

Pro-actively managing our CRM system to nurture relationships and opportunities and build your pipeline/forecast.

You will have

- A proven sales track-record of self-generating and converting new business into profitable product sales ideally in a cloud-based sales environment
- An excellent ability to accurately scope client requirements to allow for significant conversions whilst also delighting our clients
- The ability to manage a busy pipeline of clients with simultaneous projects at the prospecting, pitching, and closing stages of the sales relationship.
- A creative mindset with a view to building new product lines in collaboration with the Innovation Team
- The ability to self-manage performance and productivity in a highly competitive sales environment.
- Experience of using CRM systems to record and track sales performance and order processing.

Success in the role is

- Achievement of personal sales targets with a '1HF' collaborative and cross functional mindset
- Adherence to our targeted gross margins
- Generation of leads/opportunities through inspiring demo conversations
- Win/Loss ratio - conversion rate of proposals
- Portfolio extension – identification of commercially significant client opportunities
- Knowledge and understanding of the complete range of Hemsley Fraser products and services
- Adherence to Hemsley Fraser values