



## **B2B Sales**

We're seeking a success-driven salespeople with experience selling to B2B accounts as our company undergoes a rapid expansion. A seasoned professional, you are comfortable in a hunter-driven role with primary focus on the US corporate and institutional market. Your goal will be to develop new accounts with marketing and communications professionals and strategic leaders in key sectors such as higher education, healthcare, technology, industry associations and professional services.

### **Key Responsibilities**

1. Identifying new sales leads
2. Pitching our products and services
3. Maintaining fruitful relationships with existing customers

### **Day-to-day duties typically include:**

- Researching organizations and individuals (including social media) to identify new leads and potential new markets
- Researching the needs of companies and learning who makes decisions about purchasing
- Contacting potential clients via email or phone to establish rapport and set up meetings
- Contribution to new marketing initiatives
- Attending conferences, meetings, and industry events
- Other duties include:
  - Preparing PowerPoint presentations and sales demos
  - Contacting clients to inform them about new developments in the company's products
  - Developing quotes and proposals
  - Negotiating and renegotiating by phone, email, and in person
  - Working with team lead for forecasting, goals and targets
  - Training new personnel and helping team members develop their skills

## **Required Skills**

- Socially adept with outstanding communication skills
- Good with numbers
- Able to consistently hit targets and demonstrate leadership
- Creative talents and the ability to solve tough problems
- In-depth knowledge of key industries and current events
- The ability to handle pressure and meet deadlines
- Skill in prioritizing and triaging customer obligations
- Attention to detail
- Excellent time management and organizational abilities

## **Qualifications**

- Minimum of 3 years selling to mid, senior and executive level business professionals
- Relationship management skills and value-based, consultative selling experience.
- Excellent communication skills with strong written and spoken English. Must have an impressive presentation manner, with a proven ability to prospect and gain meetings.
- Entrepreneurial / Self-starter who has passion and pride in their work.
- Intuitive research skills to qualify the correct contacts in an organization.
- Ability to overcome technical and business objections and focus on key business problems that best connects with our solution.
- Ability to work under minimal supervision with a demonstrated ability to meet targets and close sales with business customers.
- Solid computer skills - experience with a CRM platform an asset.
- Education: College or University degree required.

**ExpertFile is an equal opportunity employer.**

**Please direct all inquiries to: [hr@expertfile.com](mailto:hr@expertfile.com)**

### **About ExpertFile**

ExpertFile is the world's first expert marketing platform built for organizations. Our publishing, search optimization (SEO), lead generation and analytics features, coupled with our global network, helps experts connect to business prospects, media and conferences. Our clients include market leaders such as University of Texas, ADP, University of North Carolina Chapel Hill, Pearson Education, University Health Network and Canadian Diabetes Association.