

Job description: Sales Executive	
Location	Based at London office (Cromwell Road) with occasional home working
Hours per week	38.75 hours per week, Monday – Friday.
Reporting to	Senior Business Development Manager
Purpose of the role	To develop and maintain sales of Food Alert Ltd services and products, including eLearning, Alert65 and our consultancy services.
Key responsibilities	<p>Sell Food Alert services including eLearning, online software and consultancy services, through:</p> <ul style="list-style-type: none"> • Developing a detailed understanding of Food Alert products and services • Researching and sourcing potential business opportunities and contacts (including cold calling). • Generating leads and identifying new opportunities in order to increase in sales to non-clients. • Setting up meetings for yourself and others in order to pitch new products and services, either at client premises or over telephone. • Following up on business leads within the appropriate timeframe. • Logging all activity on Salesforce, ensuring that all records of leads and sales pipelines are kept accurate and up to date. • Where required, supporting with larger pitches and proposals. • Where required, drafting contracts and service agreements. • Liaising with the Contract Manager and Finance team to ensure that all new sales are finalised with appropriate contract and service set up. • Working with the support of the marketing team in specific lead generation and events including webinars • Acting as a point of contact to new clients post sales. • Other responsibilities relevant to the purpose of the role as required by the line manager.

Person Specification	
Experience	<ul style="list-style-type: none"> • Proven experience in a sales or business development role. • Experience of selling products or services in the hospitality sector (desirable)
Competencies	<ul style="list-style-type: none"> • Able to build relationships with clients and potential clients, maintaining a consultative and professional approach • Able to quickly understand new concepts, products and services and to match these with client needs

	<ul style="list-style-type: none"> • Confidence in learning new software packages and being able to demo these for clients. • Excellent pitching and presentation skills, with the ability to adapt your approach to suit your audience – from pubs through to high end restaurants • Excellent communication and interpersonal skills • Strong organisational skills, with the ability to follow up on leads quickly • Ability to work on own initiative with minimal supervision. • Excellent customer service and account management skills
<p>Specific Knowledge</p>	<ul style="list-style-type: none"> • Computer literate in relevant packages (Word, Outlook, Excel, Salesforce, CRM systems, etc) • Some understanding of the hospitality sector and food safety/ health and safety environment would be advantageous.