

# Head of Sales



## Job Summary

We are looking for a high-performing Head of Sales to lead and grow our sales team of 4 salespeople, reporting to the Managing Director.

The successful candidate will deliver our customer acquisition and revenue growth objectives and be a key contributor to the company's management team and strategy.

As Head of Sales, your responsibilities will include developing key growth sales strategies, tactics and action plans to win market share and develop our existing customer base. Successful execution of these strategies is required to achieve your financial targets.

**This is a full-time position and requires extensive travel within the UK.** Blended remote working and attendance at the office/customer site, as the responsibilities of the role requires.

## Responsibilities

- Own and hit/exceed annual sales targets through inspiring leadership and management of the sales team
  - You will carry a personal target and an overall team target
  - Your responsibilities will be split 50/50 - team vs personal
- Develop and execute a strategic plan to achieve sales targets and expand our customer base
- Provide proactive leadership to the sales team, clearly communicating the senior management vision, sales strategy and goals
- Manage the sales team on a day-to-day operational basis, including sales activity, pipeline health, accurate forecasting, account planning, and consistent performance assessment of sales team members
- Coach the sales team to improve their effectiveness and exceed their targets
- Grow the sales team in the future, in line with company growth expectations, recruiting and developing new hires to achieve ambitious team targets
- Maintaining reliable forecasts of the sales pipeline
- Build and maintain strong, long-lasting customer relationships
- Partner with customers to understand their business needs and objectives
- Provide input and direction to the marketing team
- Effectively communicate the value proposition through proposals and presentations
- Understand category-specific landscapes and trends
- Reporting on forces that shift tactical budgets and strategic direction of accounts

## Requirements for this role

- At least 2 years experience of sales team leadership, meeting or exceeding targets would be highly desirable
- Ability to successfully balance the demands of managing the team and meeting personal sales targets, simultaneously
- Proven ability to drive the sales process from plan to close
- Excellent listening, negotiation and presentation skills
- Articulate, persuasive communicator with natural authority
- Experience of selling to the public sector is highly desirable but not essential
- Ability to communicate, present and influence all levels of the organization, including executive and C-level
- Experience of “technology cloud / solution selling” and consultative selling skills
- Proven ability to manage a strong pipeline of opportunities, focusing on the right prospects with the right amount of effort, at the right time.
- Strong commercial decision making ability
- Experience supporting and coaching team members towards improved performance
- Self-starter, who is capable of confidently self-managing their own workload and priorities, whilst helping others to do the same
- Become an effective member of the senior management team, representing the sales team within the context of the wider business strategy, and contributing to the success of the whole business

## Benefits

- **Up to £100k OTE** split 60% basic, 20% team achievement bonus and 20% personal achievement bonus
- You will join a varied and experienced team of experts at the UK's leading open source GIS consultancy, with a portfolio of proven, successful solutions, and a clear plan for growth
- Astun prides itself on its empowering, supportive, friendly and flexible culture which offers opportunities to develop your role and career as we grow.
- Astun is a member of the Equality Register and as such an Equal Opportunity employer.

## About Astun

Astun Technology is an established cloud based geospatial software company of over 20 staff with plans to significantly accelerate revenue growth over the next 4 years.

It has high customer satisfaction ratings which ensures a solid base of customers who largely purchase multi-year subscriptions, this enables a strong and stable financial position.

## Application details

If you would like to apply for this position please send your CV and a covering letter to [jobs@astuntechnology.com](mailto:jobs@astuntechnology.com). In your covering email, please tell us **3 strong reasons** why you are the person that we have to hire for this role.

**This is a direct appointment - NO AGENCIES PLEASE**