

Job Description: Sales Executive

This job description sets out the scope of the role of Sales Executive at HSL, together with the main duties of the position at the date when it was completed. It does not include or define all tasks that may be expected to be carried out. Duties may vary from time to time without changing the nature of the position or the level of responsibility.

This document should be read in conjunction with supporting documents covering the application process and providing information specific to this position at the time it is being advertised (location, benefits, company information).

Scope of role

- Bring in new business for HSL's high quality mobile messaging services and solutions
- Actively pursue opportunities within a broad range of clients from enterprises of all sizes to SMS aggregators and mobile service providers
- Manage the complete sales process from lead generation to closing the sale
- Contact prospects worldwide using inside sales methods, including cold calling, email, online chat, conference calls
- Represent HSL at conferences and client meetings as required to present company and product information in order to obtain new business
- Position reports to the Head of Sales

Key responsibilities

- Bring in new revenue through potential and existing clients
- Generate new business leads and opportunities globally
- Maintain detailed knowledge of HSL's products and services
- Achieve or exceed revenue targets
- Present services, prepare proposals, perform contract and price negotiations, prepare contractual documents and close the sale with the clients
- Assist clients with opening test service and follow up on progress involving support team when necessary
- Assist the Head of Sales to drive sales forward in a competitive market, actively research and find new customers globally, identify customer needs and identify market trends
- Collect market intelligence and analyse competitors
- Collect product feedback, present ideas and improvements to the Development Team

Key skills and experience

- 2 years successful B2B sales experience is required, preferably in the mobile industry
- Educated to a degree level or higher
- Excellent telephone communication skills
- Excellent presentation, communication and relationship building skills
- Highly motivated and the ability to work independently
- Ability to hit targets in a demanding, fast paced environment with multiple responsibilities
- Excellent knowledge and familiarity of the MS Office package, Salesforce CRM is a plus
- Excellent organisational and interpersonal skills

- Written and verbal fluency in English is essential, German would be advantageous
- Proactive and highly organised

Key behaviours

- Bright, highly motivated and driven
- Passionate about Sales and customer satisfaction
- Ability to solve problems quickly
- Ability to multi-task and stay organised in a dynamic work environment
- Attention to detail
- Credible, articulate and confident
- Team player
- Maintain a professional manner and polished appearance at all times

ABOUT HSL

HSL (Hay Systems Ltd) is a provider of mobile messaging services, infrastructure vendor and independent mobile network operator. HSL's focus is on the quality and reliability of its services and products through the strong technical emphasis of the company.

HSL was formed in 1999 and has evolved into an infrastructure vendor and mobile operator having originally been established as an SMS gateway service provider. SMS remains a core activity through the Mobile Messaging division of the company. The Mobile Networks division of HSL provides other mobile services and develops SMSC, HLR, AuC, MSC, BTS and BSC products.

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