

Role

New Business Executive – joining a 20 strong NB Sales Team and reporting to the Sales Manager

Company Overview

Founded in 2009, Digital Theatre+ is the world's leading arts education resource, already used by over 4 million students in over 1,700 schools, colleges and universities, in 80 countries across the world. Due to significant private-equity investment in 2015 and ongoing continued investment, we are looking for energetic and ambitious, telephone-based new business hunters to join our central London Sales team. You'll be assigned a designated territory and be responsible for speaking with the senior leadership team, librarians and teachers within educational institutions across the world to secure new subscriptions. This is a fantastic opportunity to join a growing business with a clear corporate and social mission, with a world-class team of sector and functional specialists, and a successful sales team.

Overriding Objective

To contribute to the new acquisition of Clients, by pitching, demoing the DT+ platform to secondary schools, colleges and universities (globally) taking the current 1,700 subscriber number to 10,000 over the next several years.

To support and inspire you, you will have:

- a phenomenal product in DT+ that has exceptional outcomes (improving exam grades, increasing employability)
- a product that has won three digital education awards throughout 2018 Tech for Teachers, Theatre & Technology, Digital Agenda Impact Award
- a highly knowledgeable and respected Content and Publishing Department
- a sophisticated content Marketing Team all geared to driving new leads to the Sales Team
- an energised, proactive and positive New Business Sales Team, that has doubled in size in the last 12 months and with significant more growth forecast
- a current client base that make statements such as: "*DT is a god-send*", "*I feel compelled to shout from the rooftops to all who will listen that Digital Theatre+ is a must...a necessity.*", "*I have found DT+ to be invaluable in many aspects of teaching and learning of Drama*"
- You will be joining: a sales team that is keen to learn and participates in regular internal and external (sales and product) training
- a sales team with exemplary leadership and training from Sales Managers (Alice Smith/ Richard Bond and the team leaders) who have deep and varied expertise and are dedicated to ensuring that training and professional development is at the core of their team
- an environment and globally scaling business that has the opportunity for professional career development
- a business that is pioneering a new transforming era of arts education, committed to the belief that theatre and performance should not just be for the few, but available to all. Our vision is to ensure every

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teacher and student, regardless of economic or geographic circumstances, can experience and immerse themselves in theatre and performance

- a private-equity (Root Capital LLP) backed business that is agile, exceptional at change-management and transforming businesses, made of up of experienced investors

You are:

A tenacious and sales-savvy individual, you understand that there's nothing new in the world of sales and thus your success is directly related to your energy, enthusiasm and hard work. You have an inquisitive nature and love asking questions and listening to the answers. You have a strategic and analytical approach to your work and you love working in sales because you're driven and motivated by being the driving heart-beat of a business, a pressure that you thrive on.

You're inspired by being part of a focused and determined team but you really love it when you beat them all to first place in terms of revenue!

The Role and Responsibilities:

- Meet and exceed revenue target, increase market penetration by acquiring new customers
- Manage end-to-end sales process from cold call to close, including prospecting/generating leads
- Setting up clients on the back-end
- Meet daily, weekly, monthly KPIs
- Accurate reporting of sales pipelines

Skills and Experience

Essential:

- 1-3 years' proven experience and success of inside sales/delivering sales over the phone
- Used to a high-call volume environment
- Experience of owning the entire sales cycle: Researching and prospecting own leads, pitching, negotiating, closing
- Self-starter and highly motivated
- Excellent organisation and time management
- Outstanding communication skills – particularly active listening and compelling, persuasive written and verbal communication
- High energy and commitment to the role

Desirable/nice to have

- Experience of short-sales cycle (1-6 weeks) and often 1-call closes

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- Interest in the theatre and the arts
- Experience of working with academia would be an advantage

Compensation & Benefits

- £36,000 - £41,000 overall package (base salary + % bonus for every deal made, bonuses are uncapped!)
£25,000 - £30,000 basic and 11k OTE.

Hurdle vs target	Commission
<80%	1%
80%+	5%
100%+	10.5%
120%+	12%
150%+	14%

- LTIP bonus: Annual retention bonus, paid to all NB execs on their renewing revenue the following year, increasing year-on-year
- New starters will have a 4 month ramped target, following a dedicated month of training and onboarding
- 25 days' holiday, excluding bank holidays
- Statutory pension
- Incentive prizes to be won (spa days, bar tab, vouchers, dinner paid for etc...)

Other Benefits

- Fresh fruit in the office
- Fitness Wednesdays: First Wednesdays of the month start at 10.30am after your work out.
- Winner's Circle Lunch: Once a month if you hit your target.
- Fab Fridays: Once a month we gather in the kitchen for drinks and to celebrate the team's successes!
- Social events (pub quizzes, dinners, drinks etc.)

Meet sales leaders:

Head of Sales: Alice Smith, <https://www.linkedin.com/in/alice-smith-3783b71/>

Sales Manager: Richard Bond, <https://www.linkedin.com/in/richard-bond-sales/>

Digital Theatre+: <https://www.digitaltheatreplus.com/>

Root Capital: <https://www.rootcapital.co.uk/>

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