

DIGITAL THEATRE+

Senior New Business Sales Executive

Digital Theatre+ is the world's leading arts education resource, used by over 3 million students in over 1,000 schools, colleges and universities in 66 countries around the world. Due to growth and significant investment, our Central London-based Sales Team is looking for an energetic and ambitious new business hunter to grow revenues. Reporting to the Head of Sales, you'll be assigned a designated geographic territory and be responsible for driving sales in your markets, speaking with Heads, Department Heads and Faculty Chairs across schools, colleges and universities.

Specification

- 3+ years' inside sales experience
- Proven experience of delivering new business sales over the phone, meeting or exceeding targets
- Self-starter and highly motivated
- Excellent organisation and time management
- Strong written and verbal communication
- Experience in selling to education (nice but not essential)
- Nice to have – theatre/arts interest/education
- Reports to Head of Sales

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
- Meet daily, weekly, monthly KPIs
- Working closely with the Sales and Content Teams, ensure product knowledge is advanced and up-to-date
- Attend events and exhibitions where necessary
- Work with Marketing Dept. to scope relevant campaigns, to increase awareness and drive sales
- Record keeping in CRM (Salesforce)
- Accurate weekly and monthly reporting of sales pipelines
- Researching and taking responsibility for your market

To apply

To apply for this role, please email a CV and covering letter to Alice Smith, Sales Manager at Digital Theatre, alice.smith@digitaltheatre.com.