

# ROLE OUTLINE AND RESPONSIBILITIES

## National Sales Executive

**Location:** Remote (25% estimated travel involved)

**Compensation:** Competitive Base Salary + Generous Commission & Bonus

**Direct Report:** Director of Enterprise

### Summary:

The National Sales Executive enjoys the thrill of establishing and earning new clients. Success entails securing sales opportunities, cultivating industry relationships, understanding and showcasing J Turner's solutions, and identifying prospective client needs and industry trends. This team member is highly motivated to put points on the board through genuine relationships, being able to pivot with ease, and a commitment to accuracy.

### Responsibilities:

- Strategically identify and pursue opportunities to establish new business opportunities through sources such as SMART, LinkedIn, Facebook, industry events, and networking.
  - Maintain a impactful strategy for tracking large prospective clients.
  - Establish an effective approach for the 25-50 prospects the Director of Enterprise considers a key focus.
- Connect with potential clients via cold calling, emailing, social media engagement, sequences, in-person, and web meetings.
- Continually increase the funnel of sales opportunities and manage progress regarding potential new clients using HubSpot.
- Lead the sales generation process by heading up agreement terms, negotiation, and internal communication prior and post-sale.
- Create and send sales proposals to prospective clients leveraging Qwilr.
- Cultivate industry knowledge by researching relevant trends and communicating with other J Turner Research team members to understand emerging client challenges and opportunities.
- Represent at industry conferences and other events to showcase J Turner Research's products/services and general industry expertise. Take the lead in sales appointment generation at these events.
- Pursue follow-up sales opportunities as they present themselves (large existing clients or training team tee-ups)
- Oversee the transition from a prospective client to a current client during the onboarding process.
- Provide vision and feedback to improve the sales team's overall strategy and structure.