

## Job Specification - Enterprise Sales Player Coach

**Job Title:** Enterprise Sales Team Leader **Direct report:** CEO

**Location:** London/ Winnersh HQ (you will be required to come to the office once or twice a week or as required)

### The Artesian Company

Artesian is an AI-Powered relationship intelligence service which is changing the way B2B sales people work.

We're in the business of making sales people look awesome and we do that by providing them all of the insight they need to engage with their prospects and clients, in one handy platform.

Already profitable with \$7-10m CMRR in the next fiscal year, over 30,000 subscribers and a team of 40 employees, we aim to further grow 5-fold in the next 3 years through the combination of organic growth, new routes to market and international expansion. Beyond a profitable and healthy balance sheet, we aim to continue to innovate with exciting new products and services.

Artesian have strong financial backing from Octopus Ventures and Columbia Lake Partners, a seasoned team of Founders who have built numerous start-up's successfully in the past and a customer base of 140 large enterprises. Our Angel investors include Dr Steve Garnett (ex. EMEA Chairman of SFDC) and Stephen Kelly (ex. CEO of SAGE)

Our customers genuinely love our service as illustrate by retention rates of 94% gross and 101% net and our referral rates are phenomenal.

Check us out at <http://artesian.co>

**Our product** – see Engage product demo here <http://artesian.co/demo/>

### Artesian turbo charges front line productivity



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ARCH is a new concept in helping front line decisioning in credit and risk – more details to follow.

### Profile of the role

We are looking for an Enterprise Sales Player coach to join and lead our successful team in the UK. As the successful candidate YOU will be responsible for a dual objective – coaching and developing a team and delivering a personal individual contribution / target.

### Team Leader Aspect

We currently have a team of four quota carrying sales people. Two are focused on our core / traditional ENGAGE product and the two are focused on our new offering ARCH. You will have responsibility for the team target for the traditional software business plus your own individual contribution.

Responsibilities will include running team development meetings, training, running a weekly sales forecast call, managing deal reviews in accordance with our sales methodology MEDDIC and SPIN and occasionally attending meetings with the team members. We pride ourselves on providing one of the best personal development processes in the industry for our team members. You will be part of this continued push.

### Individual Contributor Aspect

The successful candidate will take a smaller quota (circa £250k ACV) and will be responsible for developing and managing relationships with key prospects and customers and driving revenue in our major account targets.

Revenue will come from existing relationships but mostly by cultivating new-names using the same methods the rest of the team will employ.

Remuneration will come from a team target and an individual quota / complan.

We have world-class marketing team which encompasses in-house business development and an awesome pre-sales teams to support prospecting activities and post sales teams to take care of implementation, training and customer success.

### Key Responsibilities

- Keep a watching brief on sales forecast, MEDDIC process, SFDC and conduct deal-reviews.
- Run monthly sales including personal development and training elements in conjunction with the CEO and team.
- Identify, open and close enterprise deals: new name or upsell existing accounts - £250k ACV target
- Pipeline generate own opportunities to supplement inbound qualified leads (80/20 split)
- Develop needs (company uses SPIN) to drive value
- Accurately forecast quarterly revenue
- Follow a structured deal qualification process (company uses MEDDIC)
- Work with clients to build value-based ROI business cases that justify large investments
- Be able to build champions in client and prospect accounts
- Manage senior CXO client/prospect relationships offering value-added, insightful and strategic solutions to maximise ROI

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- Manage all types of sales negotiations (complex and straight forward)
- Work with the extended team of pre-sales, CSM, training and others to deliver the best client experience

### About YOU

- Knowledge of MEDDIC, SPIN and Powerbase
- Ambitious, strong A-player
- Degree-educated from a good university, ideally a business-related degree
- 3+ years of enterprise sales experience in B2B software sector
- Team player, who upholds professional integrity at all times
- Self-starter mentality with strong internal locus of control
- Entrepreneurial spirit or experience of working for a start-up/early stage company
- Inspirational presenter
- Proven track record of success
- Solid understanding of SaaS business
- Understand value sell vs feature sell
- Desire to learn and develop
- Have presentable, confident and polished appearance
- Experience in running and using Salesforce for forecasting and reporting.