

UK Head of Sales

Department: Sales

Location: 50 Featherstone Street, EC1Y 8RT, Central London

Reports To: UK CEO

This is an exciting opportunity to lead a sales team within what is already a very successful company. The UK Head of Sales will provide leadership and strategic direction to a powerful and high calibre sales team that has a data product offer at its heart. The successful candidate will take overall responsibility for achievement of sales targets and for the creation of an effective account management-based sales environment. Recruitment of high grade individuals will be key, as will the day to day management and support of salespeople. Working closely with the CEO, the Head of Sales will provide a focal point for all sales activity.

The successful candidate will come from a strategic sales environment and will understand the need to build senior level, multi-layered relationships with clients. They will have experience of developing an intelligent, high performing sales team and will know how to get the best out of different individuals.

Above all we are looking for a sales leader, able to inspire and lead a team in a high growth environment – our business expects to at least treble in size within the next 5 years.

Overall Objective

The primary focus of this position will be to manage and develop a team of sales professionals as well as deliver against your own individual sales targets. The position will drive the exponential growth of new business from both existing and new clients, across all YouGov channels.

Key Responsibilities

1. Create and drive an account management based sales approach and increase sales / product penetration across the installed customer base
 - Lead in creating account plans for all relevant accounts with the associated product leads / existing account managers
 - Together with the CEO and product leads, map the clients across the organisation to classify the range of existing accounts
 - Identify potential account management talent, from within and outside the business
 - Support the CEO in inculcating an account management philosophy across the business and instill holistic account management approaches to all clients
 - Lead by example in actively targeting, growing and managing your own accounts
2. Lead in developing the overall sales strategy in conjunction with the CEO and product leads
 - Work in conjunction with senior colleagues to agree targets in each product area
 - Plan, prioritise and drive sales activity across the UK business to meet agreed targets
 - Work with product / sector leads to ensure a steady stream of campaigns and new business activity
 - Standardise the sales process across the organisation
3. Drive the product sales teams
 - Support the activity sales manager to drive product sales growth
 - Ensure the approaches are coordinated and consistent with client plans

4. Build, develop, organise and motivate the UK sales teams to ensure outstanding productivity and performance
 - Manage the recruitment of new staff in conjunction with HR
 - Plan the use of resources to ensure the requirements of the business are met
 - Ensure the sales team have adequate and appropriate training, identify training needs and deliver appropriate support through on-job coaching
 - Ensure the different areas of the sales team are managed and motivated, resolving conflicts where these arise
 - Ensure accountability and targets are clear for all sales personnel, and develop, manage and monitor sales incentive schemes
 - Closely monitor activity of the team and drive a performance management process with regular performance reviews, obtaining input from the HR team where needed
 - Ensure proper and full use of the CRM system across the business

Experience required

This role requires a strong and experienced people-and-sales manager with outstanding negotiation and client handling skills, confident when managing a team as well as able to motivate and develop a team to the highest standard.

The successful candidate will have proven experience of managing sales teams as well as experience of dealing with:

- Senior decision makers, up to and including C-suite level executives
- High account relationship values up to and exceeding £1m
- Driving an account management environment
- Excellent track record of hitting personal and team targets
- Experience of interviewing, mentoring and managing a telesales team

Skills required

- Strong business and commercial acumen
- Excellent interpersonal skills
- Strong initiative, negotiation and influencing skills
- Problem solving, analytical and numerical skills
- Proactive account management and sales focus
- Ability to self-organise and self-manage to achieve business development targets
- Excellent client focus and handling skills
- Excellent written, oral and electronic communication skills

Education and qualifications

- Fluent written and spoken English

This is not an exhaustive list, and you will be expected to be flexible in your approach to carrying out your duties, that may change from time to time to reflect changes in the Company's circumstances. This will include providing cover for colleagues as required. The Company therefore reserves the right to vary the job description in consultation with you.

YouGov plc employees are expected to comply with the Company's policies, rules and procedures as outlined in the handbook, health and safety manual and all other publications.

Please send your CV and covering letter to vacancies@yougov.com