



The all-in-one solution for running events

Sales development executive (B2B)

About Helm

We're a rapidly growing global start-up software company based in Plymouth, Devon. We develop event management software for organisers of events around the world. So far, we've sold tickets in 64 countries, from small one-off events to large recognisable ones. We work to support organiser development and growth, providing access to a range of features that save them time and money. We develop features based on what our organisers ask for.

We're a small and agile team, we get the job done! We're creative people with a quirky sense of humour and like to celebrate our success.

Job profile

The purpose of this role is to drive the growth of the business through nurturing organiser success. You'll be helping to drive organiser acquisition in-line with company goals and values, supporting organisers to create and manage their events on the system. Our success is a direct result of our organisers, you'll be empathetic to their needs whilst able to measure capability gaps and recommend suitable usage improvements to get best use out of Helm.

Our target market is small to mid-size organisations (SMEs) across the world. We currently serve organisers in the UK, USA, Australia and Europe and have a clear expansion plan into new territories. As well as being comfortable reaching out to new leads and potential new organisers, you'll be well versed in maintaining good relationships with our existing organisers, making sure they have a positive experience using Helm.

Hundreds of new organisers are signing up to Helm each month and you will be leading the growth in conjunction with the wider team. You won't be phased by working with other team members to deliver on development goals, new feature releases and improving the usage of the Helm platform.

You'll be highly driven, comfortable working alone and as part of a team, reporting directly to the C-team. You have a unique opportunity to build and shape the sales and acquisition strategies from the ground up, growing and developing a team of your own.

You'll be driven, passionate, analytically minded and happy to roll your sleeves up when needed. You'll be resilient and proactive. You'll understand what working in a startup is like and won't be overwhelmed by constant change and development.

Strictly private and confidential

Job description

- Selling our platform to organisations that need ticketing software for their events across the world, resulting in increased revenues
- Identifying and targeting potential organisers (clients) to meet quarterly and annual targets, adapting plans and activity where necessary
- Pitching and selling to prospective organisers on the phone, through email, proposals, tenders, or face-to-face meetings and presentations
- Reaching out and following up with prospective organisers and high revenue leads, who need more support, using our CRM software
- Nurturing leads and existing organisers to ensure they use our platform effectively and help to increase the return on investment (ROI) for their events
- Working with the development team to prioritise features that high revenue organisers need, following up to check they're using them, and training and supporting them with the features if needed
- Writing and carrying out a quarterly sales plan, outlining activity and prospects that will meet or exceed our targets
- Strategically building and developing our brand. For example, profiling our current organisers, researching why others aren't using us yet, working on solutions for this, including improving our conversion rate locally
- Providing MI, reports and analysis to the management team on sales and customer support
- Feeding acquisition and retention sales activity into the annual budget planning
- Creating strategic sales and customer support plans, along with research and feedback about new features and ideas for further development of the company
- Maintaining an excellent understanding of our organisers and using this to support and influence the work of the marketing and development teams
- Being a brand evangelist, following our core business values, ensuring value methodologies are at the heart of everything we offer, understand each organiser's issues and how to alleviate those through our platform
- Writing, reviewing, and maintaining support documentation for the platform in conjunction with the marketing team

Person specification

Essential	Desirable
Previous B2B sales experience - proven track record of effective sales and high levels of customer retention	Full UK driving licence
Strong negotiation skills and a tactful approach to sales	Experience in strategically implementing new services to improve ROI for clients
Excellent presentation skills and ability to deliver a well-prepared and well-crafted pitch	A good understanding of the tech industry and experience working in software as a service (SaaS)
Experience in monitoring and reporting on key performance indicators (KPIs) and return on investment (ROI)	Previous B2C sales experience

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Experience using customer relationship management (CRM) software strategically	Ability to speak more than one language
Fiercely optimistic and resilient - you remain positive if things don't go your way	A good understanding of events and the ticketing industry
Well-organised with the ability to work well under pressure and meet deadlines. You can balance multiple tasks at once without getting overwhelmed	
Proactive and willing to go the extra mile e.g. if you're out at an event in your spare time you'll be thinking about how to convert them to Helm	
Ability to think creatively to increase sales and improve the customer experience	
Passionate about the product and ambitious to achieve challenging company targets	
Confident and charismatic - you're not afraid to make the call, set up a meeting or deliver a pitch to a large audience	
Courteous, helpful and humble - you work well in a team and work to drive others' success as well as your own. You're not afraid to give others credit and help them out	
Empathetic – you understand how organisers, colleagues and others feel and adapt your behaviour accordingly	
Inquisitive and analytical - you ask the right questions and use data to make decisions	
A quick learner, especially with new software	
Good knowledge of the GDPR and Data Protection Act and how this relates to your job	
Ability to work as both as part of a team and independently and flexibly	

Hours: Full-time at 40 hours a week (8-4 with 30 minutes for lunch) or part-time between 16-24 hours a week (0.4-0.6). Please specify when applying.

Salary: £25-30k full-time (pro-rata for part-time)

Location: Plymouth, Devon

Reports to: CEO & COO

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Direct reports: None

Benefits:

- Death in service benefit
- A more generous than standard maternity and paternity package (based on length of service)
- Contractual sick pay
- A ping-pong table
- Movie Thursdays – once a month we all watch a film together
- Beer, soft drinks, tea and coffee on tap
- We go out for breakfast or lunch together and have team days to celebrate our success