



Sales Executive for Benefits Technology Platform

Position Description

We are looking for an ambitious, proven sales executive to champion mapbenefits[®], a one-of-a-kind administrative platform for nonqualified benefit plans and a Mezrah Consulting affiliate. This position will report directly to the CEO/Founder. The focus will be on introducing this cloud-based platform to enterprise distribution partners and privately owned financial firms across the country. Customer acquisition and onboarding are paramount. Following up on leads and opportunities, scheduling meetings, setting up conference calls and scheduling online demos are essential.

Responsibilities

- Debrief after meetings/demos with prospective customers to determine deliverables and next steps
- Manage all leads and opportunities in Salesforce.com
- Coordinate with all departments throughout the entire sales and implementation process (e.g., client onboarding, setup, training, data migration, etc.)
- Prepare follow-up communication pieces (letters, email messages) after every meeting
- Schedule meetings and conference calls with new opportunities
- Follow up on all leads and opportunities
- Work with Marketing to write and develop sales and marketing materials, such as flyers, landing pages and presentations for mapbenefits.
- Research prospective clients in target market, pursue leads and follow through to obtain meeting with decision makers
- Manage call list, identify decision makers and the decision-making process at each company, obtain contact information and reach out to leads and opportunities via phone, email, etc.
- Create go-to market strategy for vertical target markets
- Become a student of the nonqualified plans business including IRC 409A; gain an understanding of the target markets and competitive landscapes
- Understand the complexities of the strategic sales process and all buying influences
- Develop Sales Playbook

Qualifications

- 4-year college degree (Business, Marketing or Finance preferred)
- Experience in the SaaS product market
- Minimum 5-year proven track record in a sales environment

Desired Experience and Skills

- Excellent interpersonal and leadership skills
- Strong proficiency in verbal and written communication skills (e.g., ability to ask the right questions)
- Ability to work autonomously and perform well under pressure
- High comfortability speaking directly with high-net-worth individuals and C-level executives
- Professional style, high energy, aggressive, hungry and tenacious
- Strong attention to detail with ability to organize and prioritize
- Strong follow-up skills and initiative seeker
- Strong negotiation and decision-making skills
- Salesforce.com, Excel, Word and PowerPoint