

<https://www.laingbuisson.com/job/sales-executive-2022/>

Digital Media Sales Executive

Description

The Digital Media Sales Executive's primary role is to generate new business from private hospitals and clinics and private consultant doctors in the UK.

We have a well-established digital media portfolio including leading websites such as [Private Healthcare UK](#), [GoPrivate.com](#), [HarleyStreet.com](#), and [Doctor Internet](#). The products you will be selling include:

- Lead generation services (whereby enquiries for services and treatments are forwarded to providers who pay a rate per enquiry via our [Fast Track service](#))
- Featured profiles
- Banner advertising
- Sponsorship of content and guides

The role requires a sales professional who is at ease dealing with private medical consultants and specialists, as well as marketing and business development executives. A proven and successful track record in a relevant sales environment, preferably in the B2B digital media industry is essential. New business generation experience as well as a solid understanding of lead generation services and digital performance metrics is key. Knowledge of the healthcare sector will be an advantage.

The role requires you to contact hospitals, clinics and practices, and to generate and attend virtual and face-to-face meetings with potential clients in the UK.

You will also be required to attend occasional events in London that are relevant to your portfolio of work, including our Private Healthcare Summit and our Private Acute Healthcare Conference and external events that attract private consultants, clinics and hospitals.

The emphasis will be on generating new business as well as taking on a number of established accounts where the focus is on renewal business.

Whilst the role is based at our London office, you will be required to travel to our Berkhamsted office once a week to participate in team meetings on a face-to-face basis. You can expect to spend much of your remaining time out of the office visiting clients.

Responsibilities

- Setting up and attending meetings with current and target clients in the UK.
- Making a high volume of sales calls to your target clients.
- Working closely with our digital team to understand analysis of user behaviour and consumer trends and to target prospects and existing clients based on this analysis.
- Maximising revenue from your client base by attracting new clients as well as ensuring you retain and increase revenues from existing clients.

Hiring organization

LaingBuisson

Employment Type

Full-time

Beginning of employment

August 2022

Industry

Media, communications, advertising, business intelligence

Job Location

First Floor, 24 Angel Gate, City Road, London, EC1V 2PT

Working Hours

35 hours per week (full time)

Base Salary

£ 30,000 - £ 35000

Valid through

30.09.2022

- Representing LaingBuisson and the brands you are promoting at conferences so that the brands are understood and promoted at a high level.
- Meeting pre-defined sales targets for new clients and renewals on a monthly and annual basis.
- Supporting our wider account management team by cross-selling as appropriate and developing new business leads and clients for our marketing activity.
- Recording activity on our CRM throughout the progression of the entire sales cycle.
- Reporting relevant feedback on sales prospects, progress on special projects and customer feedback to the management team.
- Effectively collaborating with internal departments to deliver a strategic sales approach that increases sales performance and enhances customer experience.
- Trouble shooting and rectifying any queries or complications that clients may have and maintaining an outstanding working relationship with all clients.

Skills

The ideal candidate will have:

- A consultative selling approach both face to face and over the phone
- A superb telephone manner and the patience to deal with busy private consultants
- Excellent relationship building and account management skills
- Exceptional communication and negotiation skills
- Excellent organisational skills and the ability to multi-task and juggle priorities
- A solid understanding of digital performance metrics and how they contribute to ROI

In addition, you will be:

- Ambitious, well-presented, articulate and highly-motivated to generate new business
- Able to identify opportunities and creatively match services to the needs of the client and build on these ideas
- Comfortable in face to face environments and selling the portfolio to senior clinicians
- Computer and digitally literate

Job Benefits

Salary range of £30,000 to £35,000 plus 5% commission on all sales completed.

Our benefits package includes:

- Pension
- Health cash plan
- Life cover (4 x salary)
- Employee assistance programme
- Season ticket loan
- Tech loan scheme
- Cycle-to-work scheme
- 'Love Electric' electric car scheme

Contacts

Click [here](#) to download the Candidate Information Pack, including full job description, the benefits of working at LaingBuisson and information on how to apply.

**DOWNLOAD
CANDIDATE PACK**