



## SALES AND ACCOUNT MANAGER

Location: Flexible but requires regular visits to Westminster HQ and frequent national travel (driving license required)  
Salary: £30k + commission; OTE >£50k  
Reporting: Reports into Commercial Director  
Closing:: Hiring ASAP and we will close when we find the right candidate

### What we do

Policy in Practice is an award-winning, socially-focused software, analytics and consulting company.

Government policy is complicated, confusing and ever changing, which makes the welfare system difficult to understand, to communicate and administer. We believe the system can work more effectively and help people towards greater independence if it is simpler to understand for those trying to navigate it.

Policy in Practice simplifies the welfare system on a national, local and household level by:

- Showing those with low incomes the different ways government policy affects them – so that they can make informed decisions about their lives
- Demonstrating to local authorities how each individual household is affected by policy changes, now and into the future - so that support can be directed where it's needed most

### How we do it

Our engine models how the combined impact of policies across government departments affects thousands of households on low incomes. Using a scientific approach to data visualization, we can drill down to single households and help people take control.

Our mission is to reduce poverty, and we do so through our:

- [Benefit and Budgeting Calculator](#), which supports over 10,000 each day to navigate the benefit system, providing personal budgeting support and promoting work through 'better off in work' calculations
- [Low Income Family Tracker](#), which pools information on over 1m low income families to help local authorities target resources more accurately, spend money more effectively and meet their statutory obligations

We have supported over 100 local authorities, housing associations and welfare to work organisations in their efforts to improve the future for many people across the country - our work has so far reached over 1m of the 8m households affected by the welfare system.

While this is a huge achievement, it's not enough. We strive to reach every household impacted by welfare reform to bring positive change to people's lives. We can only do this through our continued growth, development and influence on policies of the future.



## The role

We're looking for a highly capable, motivated and public-service orientated Sales and Account Manager - with a proven track record in a similar or related sector – who has the passion and drive to make a significant contribution to our continued growth and to the lives of low income families.

You will report directly into the Commercial Director as a core member of our growing national salesforce, owning the sales cycle from start to finish and operating mainly at Head of Service/Director level. You will work alongside our vibrant team of social policy experts, software technicians and data analysts to provide outstanding service and product delivery, which leaves clients delighted.

Your main focus will be to promote our consultancy and software offerings, build relationships with decision makers and frontline advisors in local authorities, housing associations and advice agencies, and achieve or exceed sales volume and value targets in 2018 and beyond. There are excellent opportunities for growth and advancement for the right person.

## Job description

### Sales and business development

- Take care of and manage allocated UK target markets, in accordance with sales strategy agreed with the Commercial Director
- Promote our products and services to prospective clients and generally drive new business by executing a professional sales process from start to finish:
  - Identify new prospects
  - Contact, qualify and build a relationship with prospects over the phone
  - Maintain relationships via email, working with the marketing team
  - Hold virtual and in person client meetings and deliver product demos and trials, ensuring feedback is recorded, shared and acted upon
  - Show you understand customer needs and challenges by suggesting effective and cost-efficient solutions – drawing on and co-ordinating with technical, analytical and management teams
  - Write compelling, professional proposals that focus on expressed client need and the strategic and operational use of our services to support deal closure
- Meet and exceed realistic sales targets
- Feedback market knowledge and client use cases to the organisation in an effective way to ensure development is in line with commercial need

### Account Management

- Continue to work with new and existing clients to ensure they are delighted by our software, and



# Policy in Practice

provide support to ensure the software is embedded into their teams

- Learn about each client's needs to identify new business opportunities, support renewals and provide a high level of ongoing service

## Overview of Required Experience

Essential	Desirable
<ul style="list-style-type: none"><li>• A natural ability and passion for consultative sales, with excellent communication and interpersonal skills</li><li>• Desire to work in a business with a social purpose</li><li>• Evidence of an ability to build client relationships, understand their needs and identify opportunities</li><li>• Organised with excellent attention to detail</li><li>• Ability to write compelling, professional proposals and successfully deliver a sales cycle through to completion</li><li>• A self-starter with the ability to stay motivated and work independently</li><li>• Ability to work effectively as part of a team</li></ul>	<ul style="list-style-type: none"><li>• Knowledge and/or interest in the welfare system and the impact of welfare reforms</li><li>• Knowledge and/or experience of local government or social housing</li><li>• Experience of selling in software/ analytics, esp in the public sector</li><li>• Proven track record in b2b consultancy sales</li><li>• Experience with a sales pipeline methodology</li></ul>

## How to apply

Please send your CV and a covering letter that clearly outlines your suitability and your interest in the post to [admin@policyinpractice.co.uk](mailto:admin@policyinpractice.co.uk). Hiring ASAP and we will close when we find the right candidate.