



Business and Account Manager

Location	Flexible, can be remote, driving licence essential
Reports to	Commercial Director
Start date	As soon as possible
Closing date	Position will close when filled
About us	Company slide deck and website

About the role

We're looking for a highly capable, motivated and public-service orientated Business and Account Manager with a proven track record in a similar or related sector. You will have 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 sales team, owning the sales cycle from start to finish and operating mainly at Head of Service / Director level. You will join a passionate and impactful team of social policy experts, software technicians, data analysts and other sales and marketing colleagues to provide outstanding service and product delivery, which leaves clients delighted.

Your focus will be to solve the business needs of local authorities, housing associations and advice agencies using our products, building relationships with decision makers and team leaders of frontline advisors to do so. You will achieve or exceed sales targets in 2021 and beyond. There are excellent opportunities for growth and advancement for the right person.

About us

We believe the welfare system can work more effectively and help people towards greater independence.

Government policy is complicated, confusing and ever changing. This makes the welfare system difficult to understand, to communicate and administer.

We simplify the welfare system for individuals and organisations. We help people understand how government policy affects them so that they can make decisions. Local authorities use our analytics to see how individual households are affected by the combination of national and local policy changes, now and in the future. Our powerful tech engine models how the policies of different government departments affect thousands of families on low incomes. We use a scientific approach to data visualisation to drill down to identify individual households most in need, show organisations where they should focus support programmes and help them track the effectiveness of their support.

We support over 80 organisations to improve the future for many people across the country. We can track the living standards of over two million households, 1 in 8 of those who use the welfare system, via anonymised data sets. We were founded by one of the architects of Universal Credit and our analysis is widely covered in national press and media.

Our mission is to reduce poverty which we do through our:

- [Benefit and Budgeting Calculator](#) which gives personal benefits and budgeting support, helping people to grow their financial resilience without needing to be a benefits expert
- [Data analytics](#) services which help councils target resources more accurately, spend money more effectively and meet their statutory obligations
- [Council Tax support scheme modelling](#) which helps councils to design the best support scheme they can to meet their local priorities

We strive to reach every household impacted by the welfare system to bring positive change to people's lives, now and in the future. We can only do this through our continued growth and development, and by recruiting the best people, so that we have the biggest influence on the impact of policies.

Job description

In this exciting role you will be required to meet specific sales targets by selling our three core products, Low Income Family Tracker platform (LIFT), Benefit and Budgeting Calculator and Council Tax Support scheme modelling, to your allocated territory. Your primary target

organisations will be local authorities, housing associations and Citizens Advice local offices, with secondary targets of third and private sector organisations as advised.

You will be required to meet a specific sales target per month and be accountable to the Commercial Director in an open and proactive manner.

This will need effective management of the various product sales cycles, which vary between three and twelve months in length, to ensure your target is consistently met. You'll also focus on retaining clients to ensure they renew, and identifying relevant upsell opportunities. Cultivating long term business relationships with our clients is key, so you will need strong people management skills to be successful.

Prospecting via the phone will be a critical part of building your pipeline. You will be successful by uncovering and challenging objections, and developing appropriate sales scripts and processes that you're happy to share with your fellow sales colleagues. You will be able to identify pain points and how our solutions can help quickly through insightful questioning and critical listening.

You'll be working as an important part of a wider team, though largely alone and autonomously, with structured oversight from the Commercial Director. Being organised in your approach is essential for effective reporting and accountability. Good solid record keeping is integral and time management is equally crucial.

This role can be executed remotely from our Westminster head office though you will be required to visit clients onsite as appropriate, subject to COVID-19 restrictions.

The ideal candidate

Essential skills and experience	Desirable skills and experience
<ul style="list-style-type: none">● Developed markets through prospecting with a minimum of five unique effective calls per day.● Developed their own pipe from scratch (not through referrals or junior salespeople).● High levels of conversion at each stage in the sales process.	<ul style="list-style-type: none">● Managed long sales cycles (3 – 12 months).● Sold into the UK Public Sector.● Worked from home/on the road before.● Owned and managed their own sales region.
<p>THIS WILL HAVE LEAD TO:</p> <ul style="list-style-type: none">● Consistently delivering 3-4 meetings per	<p>WOULD LIKE TO SEE EVIDENCE OF:</p> <ul style="list-style-type: none">● A 33% upsell rate on existing clients.

week.

- A 90% client retention rate on clients managed end to end.
- A strong conversion rate from cold to sale.
- Being promoted to a top sales role

- Opening up a new sales area.
- Success in sales across multiple sectors and products and/or the public sector.

How to apply

Please send your CV with a covering letter that clearly outlines your suitability and your interest in the position to jobs@policyinpractice.co.uk as soon as possible. This role will close when filled.