



APPTUS

True Personalisation
– the next level of eCommerce

Job Title: Sales Development Representative - Nordic

Location:	Lund
Reporting to:	Manager of Sales Development
Salary:	Monthly fixed + bonus
Primary Function:	Prospect new business opportunities in the Nordic region, research and consultative discussion, create relevant sales leads for the sales team.

Since 2000, Apptus has been at the cutting edge of high-performance computing, search and navigation technologies, recommendation engines and online behavioural analytics.

Our mission is to deliver a best of breed product that matches every customer's need. We are always looking for the best talent to help build upon our success. We offer interesting challenges and a great opportunity to shape our product and the way we work with our clients. We have an open and informal environment with a flat organisational structure that enables our dedicated employees to share their knowledge and support one another in their day to day work.

The Role

The Sales Developer is responsible for prospecting, qualifying and generating new sales leads to support the sales team.

Your daily tasks will include the need to identify and create demand and awareness leveraging a mix of phone calls, emails, content, webinars, events and much more to drive leads and pipeline in support of sales goals. Strong analytic skills are required so our marketing programs can be modified based on performance.

The successful candidate will be a strongly self-motivated and driven individual who is goal-oriented, methodical and determined, and can efficiently interact with a team. This position has advancement potential within the sales and marketing organisation.

Responsibilities:

- Work with the Sales & Marketing team to develop and grow the sales pipeline to consistently meet quarterly revenue goals
- Develop new business via telephone and mass communication such as email and social media to introduce our solution and identify appropriate buyers within the target market
- Mapping prospective accounts by doing research online
- Conduct a needs analysis and determine prospects pain points to determine how our solution will speak to these requirements
- Identify key buying influencers within these prospects to determine budget and timeline
- Build and cultivate prospect relationships by initiating communications and conducting follow-up communications to move opportunities through the sales funnel



APPTUS

True Personalisation

- the next level of eCommerce

- Establish closed-loop analytics with sales to understand how our in & outbound marketing activity turns into leads, and continually refine our process to convert leads to customers
- Manage data for new and prospective clients in Salesforce, ensuring all communications are logged, information is accurate and documents are attached

Mandatory skills

- +1 years telemarketing and/or inside sales experience in B2B
- Demonstrated ability to meet and/or exceed determined lead and activity quotas
- Proficient in MS Office products (Excel, Word, MS Outlook, MS PowerPoint)
- The ability to write succinct, crisp emails and have a great phone manner
- Experience in communicating with Senior or C-level stakeholder
- Fluent in Swedish
- Fluent in business English
- Business acumen and general understanding of web-technology
- You are a flexible, goal oriented, structured and have high ambitions

Meriting skills

- Bachelor's Degree in Business, Communications or related field
- Language skills in other Nordic languages such as Danish or Norwegian
- Experience in dealing with international / large business customers
- Experience of working within retail industry
- CRM experience, preferably Salesforce
- Sales writing skills
- Technical Knowledge / Experience from the eCommerce and/or Content Management, CRM sector

About Apptus

Apptus has been at the cutting edge of high-performance computing, search and navigation technologies, recommendation engines and online behavioural analytics since its launch in 2000.

Today, its ground-breaking, AI-powered eCommerce Optimisation software - Apptus eSales is redefining online merchandising and enabling some of the world's leading retailer to dramatically improve sales performance, reduce cost, and drive Organisational efficiency. A single, unified solution for intelligent product exposure, Apptus eSales draws on big data and machine learning to constantly tune exposure strategies aligned to wider conversion, revenue and profit driven goals.

It transforms previously reactive, manual and rule-based merchandising - enabling automated, predictive merchandising that works with even the biggest product ranges to display the right products in the right context at the right time. With a rapidly growing client base across the globe, Apptus is headquartered in Lund, Sweden with sales offices in London and München.