



JOB DESCRIPTION

LEAD GENERATION SALES EXECUTIVE

Location: London
Reports to: Sales Manager
Grade: 2

What we do

We support pharmacists in their education and development, promote pharmacy in the media and government, and lead the way in medicines information across Great Britain and around the world. Our **mission** is to put pharmacy at the forefront of healthcare. Our **vision** is to become the world leader in the safe and effective use of medicines.

Our values

At the core of our culture, our Values Focus, Agility, Quality, Collaboration and Respect describe the way we work to achieve our organisational goals. We believe people don't need to be fixed to their desk to achieve great things, so we offer flexibility to our people in how they do their work wherever possible, to bring out the best in everyone and provide an inclusive working environment.

Leadership in pharmacy

We define best practice for pharmacy professionals and help them achieve this through professional development, career support and training. We are here to support professionals with the challenges of pharmacy practice, and advocate for the role of pharmacy by setting professional and ethical standards, producing policy papers and responding to consultations with government and industry.

Publishing

We're the world leaders in evidence-based pharmaceutical publications and guidance. Pharmacists and other healthcare professionals trust us to provide expert analysis, educational support, webinars and news that informs, supports and enhances their practice. We independently source, evaluate, and communicate and make practical medicines knowledge accessible worldwide.

Central Services

We support the organisation to achieve its goals by providing people, technology, facilities and financial services.

Our governance and leadership

Our Assembly provides overall governance and strategic direction for RPS. Our three National Pharmacy Boards provide advocacy, support and strategic leadership for pharmacy practice and developments within England, Scotland and Wales. The Pharmaceutical Press (PhP) Board advises the Assembly on the direction and approach of Publishing, while our Executive Team look after every aspect of our operations.

JOB PURPOSE

To support the sales team in the delivery of their sales targets. An exciting role for an energetic candidate who enjoys seeing the results of their hard work. You will be the entry point for the vast majority of our business leads and will be exposed to useful insights which will inform how we engage with our markets.



MAIN ACCOUNTABILITIES

Sales Administration

- Your main day-to-day focus will be to support the sales team with all delegated tasks.
- You will work closely with the sales teams Account Managers in an administrative support capacity.
- You will make yourself available to the sales team to handle delegated tasks including (but not limited to) raising quotations, chasing sales quotations, ensuring CRM is 100% up-to-date, handling customer requests and providing reports on sales activity on request.
- You will work to understand the day-to-day flow of activity within the sales team and offer support
- You will work to understand the administrative burdens across the sales department and identify areas for improvement whilst also stepping up to assist.
- You will work to understand the needs of the customers and research the market and related products- providing all gathered intelligence back to the sales team and the sales manager

Lead Generation

- Your other day-to-day focus will be the generation of qualified leads with focus on those territories most in need of support. You will prospect potential leads via the telephone or email.
- In this role you will be one of the major New Business drivers for the department. Identifying key decision makers and accounts and maximising opportunities for revenue growth via lead generation.
- Maximising Opportunities – by using CRM (SalesForce) to manage your account activities including scheduling appointments and calls to develop lead flow
- As a first point-of-call person within the business you will be expected to gather marketing intelligence and feedback via the appropriate routes.
- You will deliver against core KPI Objectives which will be linked to calls, meetings and successfully converted leads
- You will support the sales team and their new business targets by socialising key market insight within the team.
- You will work closely with the Marketing team to exchange insight on sector trends and opportunities and support your marketing colleagues in the appropriate reporting such insights.
- Support the sale team by providing daily pipeline updates on your activity in their sector.



- You will need to take a strong interest in the Sales Teams progress-against-target and apply your activities to where it is most needed. You will therefore be required to adapt your approach and be responsive to change.
- Keeping up to date with product information, market intelligence and sharing relevant insight around product and business development

This list is a summary of the main accountabilities of this role and is not exhaustive. The role holder may be required to undertake other reasonable duties from time to time.

SUCCESS MEASURES

- Individual quarterly Lead targets
- Individual annual lead targets.
- KPIs against calls, emails, and meetings
- Conversion rates for leads into new sales
- Demonstrates high personal performance and commitment to team goals and standards
- Provides regular feedback to Sales Manager and head of Marketing
- Team core values being upheld throughout
- Conversion rates of digital trials into new sales.
- Demonstrates high performance and personal commitment to team goals and business strategy.
- Using CRM to a high standard – real-time and accurate reporting on sales progress for all leads, enquiries, accounts, opportunities

KNOWLEDGE & SKILLS FOR THIS JOB

- A Sales administration and Lead Generation background. You will possess and understanding of selling lead generation
- A comprehensive understanding of the day-to-day flow of activity within a typical sales team and the ability to step in and offer support
- Salesforce fluent
- You will be creative in coming up with strategies for delivering on Lead Generation KPIs
- A strong drive and desire for success and progression within a growing company.
- You will need a consultative approach to client relationships
- Good written and verbal communication skills.
- Attention to detail and analytical skills.
- Ability to work autonomously and as a key member of a small team.

ROYAL PHARMACEUTICAL SOCIETY



- You will be positive, optimistic, and tenacious
- A desire to make an impact within your team and company