

Sales Leader (Americas)

ROLE PURPOSE

The Instant Group are looking for a Head of Sales for the Online Sales business in US / Americas, responsible for formulating and executing the commercial sales strategy for an established digital / online product, enabling them to win across key industry solutions and verticals.

You will sit on the Global Digital/On-line Leadership team and the US Senior Leadership team. The role reports into an Executive position in the UK with a matrix line into the MD of the Instant Group Americas.

This role will involve the development of an industry leading serviced office brokerage platform into a dominant digital / online capability for the fast growth flex workspace market.

We're looking for someone with an entrepreneurial flair, who has led sales teams in more than one location in the US, has exceptional client relationship skills and who enjoys working in a fast-paced environment. A dynamic person with a flair for, and successful track record in, motivating teams and engaging, developing and coaching employees.

KEY RESPONSIBILITIES

The Sales Leader will be responsible for enhancing the value proposition and driving customer focused monetisation through our online / digital platform, executing through the effective leadership of talented digital marketing, sales and commercial teams.

- Collaborate with global peers to define, shape, and execute the global digital agenda and strategy
- Set US growth strategy and drive associated granular operational performance to deliver commercial objectives
- Build and drive road-map designed to improve sales performance, profitability & operational efficiency
- Manage all areas of the digital marketing mix to drive high quality lead generation
- Build an extraordinary understanding of the core industry verticals, customer and consumer behaviours and journey within Instant and demonstrate passion for our client service and offering
- Accurately forecast and lead revenue goals in a customer focused manner
- Build superb, long lasting client relationships built on trust and exceptional customer service
- Lead and manage the team ensuring motivated and engaged employees who take accountability and execute action plans to ensure consistent achievement of targets
- Identify new sales and revenue opportunities through continuous improvement and innovation in use of technology, product and business development
- Partner cross-functionally to ensure effective selling across Instant's proposition
- Partner across the organization to ensure that effective hiring, training, reporting, compensation & reward schemes are in place to support revenue goals
- Link Sales Strategy and team objectives to the Instant vision and goals
- Support and counsel the senior management team forming robust stakeholder relationships
- Drive return from and improvements to user journeys across the organisation's web estate through optimisation and conversion
- Collaborate globally with peers on best practice

BACKGROUND AND EXPERIENCE

- Be an experienced people manager, leading large B2B commercial sales teams in a B2B digital environment, possibly from media, advertising, ad-networks, online content, digital publishing, ad-sales, mobile or telecom services, finance services, utilities, classifieds or other
- Have had responsibility for considerable commercial targets, financial planning, cost and revenue management
- Strong leadership skills coaching, listening, delegating, motivating and driving accountability (e.g. via goal setting) and able to prioritise effectively and communicate clearly
- Experience of managing remote teams in other US locations

KEY SKILLS AND COMPETENCIES

This role involves having the following key skills and competencies, namely:

- Highly developed business acumen, with a pragmatic and commercial approach
- Diplomatic and persuasive, good negotiator
- Have developed long-term commercial client relationships across a number of sales channels and verticals at a senior level
- Have first class communication, stakeholder management, client relationship and influencing skills.

MEASURES OF SUCCESS AND KEY STAKEHOLDERS

Key stakeholders

- Partners – Working with PPC and SEO lead generation partners, and technology and IT partners to assist the development of market leading lead generation and web-site development practices.
- Operators – Working with serviced office operators, landlords and real estate agents

Working at Instant

About The Instant Group

Founded in 1999, The Instant Group is a workspace innovation company that rethinks workspace on behalf of its clients injecting flexibility, reducing cost and driving enterprise performance. Instant places more than 7,000 companies a year in flexible workspace such as serviced, managed or co-working offices including Sky, Network Rail, Capita, Serco, Teleperformance, Worldpay, and TMF making it the market leader in flexible workspace.

Its listings' platform [Instant Offices](#) hosts more than 12,000 flexible workspace centres across the world and is the only site of its kind to represent the global market, providing a service to FTSE 100, Fortune 500, and SME clients. With offices in London, Newcastle, Berlin, Haifa, Dallas, New York, Miami, San Francisco, Hong Kong, Sydney, Singapore, and Kuala Lumpur, The Instant Group employs 230 experts and has clients in more than 150 countries. It has recently been included in the 2018 Sunday Times' HSBC International Track 200.

A business is only as good as its people

It's not all noses to the grind-stone though; Instant is a fun and dynamic place to work, where colleagues support one another and where the next social event is always just round the corner. We have been rated as one of the best small companies to work for and as one of the top companies with the fastest-growing international sales by the Sunday Times and are committed to continuing to make Instant a great place to build a career.

Instant is a values-driven organisation. We adopt and live by our values:

- We are passionately client focussed 24/7, 365
- We operate with integrity and a sense of fun
- We build long term client relationships based on trust
- We question convention with the desire to improve performance
- We collaborate in teams to create solutions that solve client problems
- We strive for excellence in all that we deliver
- We attract and develop the most talented people

We are a fast growing business with an exciting and vibrant atmosphere, where staff are encouraged to think for themselves and are rewarded for contributing to our success.

To support our ambitious growth plans, we want to attract and develop the best people – resourceful, committed individuals with relevant experience and a client-centric mindset.

The details

We pay market salaries and the right person will be offered a package according to their experience.

You will work 9am to 6pm Monday to Thursday and 9am to 4pm on Fridays.

For more information please contact Alice Mitchell:

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