

## **JOB POSITION: Senior Sales manager - UK**

### **Summary & Description**

Snipp Interactive EMEA Ltd is looking for a Senior Sales manager based in London – UK.

Snipp is a fast-growing publicly listed company focused on building cutting-edge promotions, loyalty and shopper marketing technology solutions for brands. We work with some of the largest brands and agencies in North America, EMEA and increasingly internationally.

We're looking for smart, entrepreneurial people who enjoy challenges and working on cutting edge technology – no one will be holding your hand here. In exchange, we promise to pay you fairly, give you flexibility in how/ where you work and present you with lots of challenges so you will never be bored!

We are looking for a Senior Sales Manager with a strong sales track record to help build a well-fortified foundation for one of the fastest growing martech companies.

### **Responsibilities:**

- Serve as the primary lead in developing, motivating and accelerating sales in the UK / EU Anglo-Saxon countries.
- The role will shift to accelerate revenue success: Lead generation, Pipeline conversion, tactical fit, RFP management, presentations and relationship management across all levels including the C-suite.
- Drive the business development strategy and plan based on the EMEA-UK expansion direction
- Prospect potential new customers
- Call, e-mail, and pitch to new prospects about new services
- Manage sales forecasting, setting and achieving targets
- Maintain successful partnerships and relationships with key customers
- Work together with the marketing, product & operations team to ensure the account development plan is executed in an effective manner
- Knowledge: Conduct regular market analysis to keep on top of the emerging trends
- Up to 60% travel might be required – Covid19 permitting
- Reach or go above quarterly and monthly sales targets
- Review won and lost accounts to help strategize for future projects

### **Requirements**

- At least 5 years of experience providing exceptional sales results in the Loyalty &/or CRM marketing community.
- At least 8 years of experience on SaaS / complex selling, comfortable with technical sales and strategic & consultative selling
- Experience in the promotion business and also in dealing with agencies
- UK local experience is a MUST and experienced in a start-up situation
- At least 4 years of experience in the CPG, Fashion, Retail, Travel & Hospitality verticals. Other verticals being a plus
- A proven business team leader with revenue responsibility, demonstrated successful record in sales
- Able to manage many relationships in parallel and demonstrate a "grower" sales approach
- Ability to present to C-Suite executives
- Entrepreneur spirit, 'hunter' sales mentality
- Outstanding presentation & communication skills
- English native
- Degree in Marketing/Business Administration or related disciplines
- Broader experience in countries like The Netherlands, Nordics, South Africa would be considered a plus
- Experience in selling to agencies, publishers, and advertisers is another plus
- Must have a proven track record in qualifying opportunities, building pipeline, defining and executing a Lead generation strategy & expanding sale within existing relationships
- Must have a proven ability to be a self-starter for Sales plans, pipeline & account progress tracking, clear resolution steps and account management
- References for current or recent clients you have provided these services for will be required.

### **What Snipp Offers**

- The opportunity to shape the future – yours and ours – at a well-established and fast-growing company with offices across the US, Canada, India, and EMEA.
- Flexible working from home schedule



### Location

- The position is primarily based UK and will require travel to clients in other EMEA regions. The company is distributed internationally and most communication occurs electronically.

### Benefits

- Full benefits and salary commensurate with experience.

### About Snipp

Snipp is a global loyalty and promotions company with a singular focus: to develop disruptive engagement platforms that generate insights and drive sales. Our solutions include shopper marketing promotions, loyalty, rewards, rebates and data analytics, all of which are seamlessly integrated to provide a one-stop marketing technology platform. We also provide the services and expertise to design, execute and promote client programs. SnippCheck, our receipt processing engine, is the market leader for receipt-based purchase validation; SnippLoyalty is the only unified loyalty solution in the market for CPG brands. Snipp has powered hundreds of programs for Fortune 1000 brands and world-class agencies and partners.

Snipp is headquartered in Vancouver, Canada with a presence across the United States, Canada, Ireland, Europe, and India. The company is publicly listed on the Toronto Stock Venture Exchange (TSX-V) in Canada and is also quoted on the OTC Pink marketplace under the symbol SNIPF.

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