

CAREER OPPORTUNITY

SALES EXECUTIVE

Office Location | Cambridge, MA

Reputation Institute owns the science of Reputation.

Reputation Institute's RepTrak[®] methodology is the gold standard in the science of reputation. Reputation Institute helps global companies unlock the power of their reputations for competitive advantage. Reputation Institute has conducted research over the last 15 years on 7,000 companies across 40 countries developing the largest global normative database in the world on reputation management, KPI's, benchmarks, metrics and best practices.

Reputation Institute's research is considered the global authoritative source for Corporate Reputation Management and Stakeholder Measurement by the world's leading companies and media. Our research is routinely featured in nearly every relevant trade publication, including *The Economist, Forbes, Fortune, Time, Bloomberg, Information Week, Industry Week, Business Week, The Financial Times, Washington Post, NY Times and the Wall Street Journal*. Our analysts frequently appear on media outlets such as NPR, CNBC, FOX Business News, BBC, Sky News, CNN and a multitude of industry webcasts.

SALES EXECUTIVE

The Sales Executive is an ***inside senior sales and business development leadership position*** that reports directly to the Chief Sales Officer. The Sales Executive has a dedicated named account territory and leads the overall new client sales engagement for a dedicated set of named accounts. The Sales Executive is supported by an opt-in lead generation and lead nurturing business development process to set up high quality contacts.

Specifically, the Sales Executive is responsible for:

- Developing a deep understanding of Reputation Management and Measurement across global corporations including multi-stakeholder RepTrak[®] measurement, company and product branding, reputational risks impacting companies, value of enhanced corporate reputations and the key challenges facing corporate communications and marketing in establishing a sustainable company reputation.
- Development and management of a dedicated named account territory of ~200 Forbes 2,000 companies headquartered in the US in addition to all incoming leads generated from other companies with headquarters within the named account territory.

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- Achieving monthly/quarterly/annual quota for qualified presentation activity, new logo clients enrolled and overall bookings.
- Data driven, high activity selling process that successfully positions reputation measurement, membership and advisory service programs with prospects
- On target earnings - \$100,000-\$130,000k/yr

PROFESSIONAL QUALIFICATIONS:

An ideal candidate will possess:

- 5+ years of successful high activity “hunter” new logo selling experience in selling measurement, membership and advisory services.
- Strong sales skills including: cold calling, prospecting, sales presentation development, proposal writing, communications and sales closing techniques.
- Direct experience in selling to C-Suite level roles with specific experience in working with Communications and Marketing functions highly preferred.
- Content knowledge of key business issues including the topics of reputation management, reputation measurement, brand management, reputation risk, corporate social responsibility, stakeholder research, social media sentiment and financial performance.
- Strong experience with sales pipeline management in SF.com
- Ability to work in the United States

EDUCATION:

Degree from a leading school is required with a focus on sales, marketing, communications or business preferred.

COMPENSATION PACKAGE:

The Sales Executive role includes a compelling compensation package including a competitive salary, quarterly bonuses for activity and new logo deal volume along with an attractive sales commission plan for new logo sales bookings. In addition, RI offers a full benefits program.

Reputation Institute is committed to diversity in the workplace and is an Equal Opportunity Employer

Please address all cover letters and resumes to Tammy Olsen tolsen@reputationinstitute.com

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Hear what our clients and team say about Reputation Institute

Reputation Institute is the best place to grow as a professional. We work hard and we have fun doing it. Simply put, we are the Gold Standard of reputation management. Our Founders literally wrote the book on it and our clients sing our praises.

Listen to what our clients and team have to say!

What organizations say about Reputation Institute

"Our CEO now utilizes quarterly general-public reputation measures in 15 countries consolidated into a single dashboard to report to our Board. Reputation Institute's framework has helped us understand our stakeholders."

 Chief Marketing Officer,
MasterCard Worldwide


RepTrak®
Trust

"To be ranked among the most reputable companies is a great honor, and a reflection of what our 325,000 team members strive to deliver every day."

 SVP Integrated Marketing
and Communications, Fedex


Expertise
Honest Integrity

"We believe the survey is a great way to measure how we perform as a company and we remain dedicated to continue to live up to the expectations children, parents and other stakeholders have on us."

 President and CEO,
The LEGO Group

Global
RLN

"A large part of Levi Strauss & Co.'s successful 162-year history is our commitment to quality apparel that never goes out of style and an unrelenting focus on innovation."

 President and Chief
Executive Officer,
Levi Strauss & Co.

Teamwork
Advisor

"We believe reputation is built on our commitment to customers to provide quality, innovative products and back them with integrity."

 Director, Global Public
Relations, John Deere

"Bacardi strives for continuous progress and improvements in everything we do. It's very rewarding to see that we are making real strides in corporate governance, innovation, reputation and overall citizenship with others around the world taking notice. A three-point jump in just one year to the number 90 spot in the Global RepTrak 100 rankings is extremely satisfying."

 CEO, Bacardi Limited

What our team says about Reputation Institute

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"We share the same financial goals — and we show each other the respect deserved. We have a spirit of we win together. No one person can claim all the success and no one person takes all the blame."

"To me, this is an opportunity to create a legacy in reputation measurement and management. The chance to do great work, be great, and expand upon our reputation as the gold standard in our field of reputation."

"It means transparency, collaboration and partnership across offices and departments."

"This is a mindset, a way of working, and a collective goal. Globally we need to unit around a common purpose and to collectively work towards the same outcome."

**ONE
Voice**

"I recently joined and from my vantage point, although we are dispersed through-out the globe we share a single vision."

One Voice Speaks with Passion in Many Languages