

Job Title: Inside Sales Representative
Function: Lead Prospects through Sales Process
Reports to: Head of Sales
Direct Reports: None
Job Location: Cleveland, Ohio

We are Proformex, a Cleveland-based software company that is disrupting the life insurance industry. Our software helps fiduciaries and agents monitor policies on behalf of beneficiaries. We're looking for an Account Executive to help prospects successfully navigate the sales cycle, from the first call to signing a contract. This is a rare opportunity to get in on the ground floor of an exciting growth business and help shape our success in a role with wide ranging responsibilities. As one of the first Account Executives, you will play an integral role in helping us build out a repeatable sales model and take our technology to the world.

POSITION QUALIFICATION SUMMARY

Are you competitive? Do you thrive on hitting targets and surpassing expectations? Are you great with people and driven to find solutions others do not see? As an Account Executive, you will be responsible for leading sales calls and product demos with the goal of turning prospects into customers. This role will be a fast-paced challenge, and you will need to bring your energy every day. You'll have the opportunity to work alongside an amazing, talented, and dedicated team that is up to any challenge and plans to have fun every step along the path to success.

We are looking for someone with sales experience, ideally selling a SaaS technology. Emotional intelligence, compassion, and a thick skin are a must for this position. You know the tools of the trade and how to get the most out of them. And you know how to deal with rejection.

Your communication skills are paramount: In a first sales meeting, can you identify your prospect's pain points? Can you unearth the whether a prospect has the need and authority to purchase software? And can you consultatively lead them through a process-oriented sales cycle to successfully convert them to customers? Can you leave a professional impression about Proformex even if the opportunity does not qualify?

You're motivated by success. This goes without saying really, but you love to win. That said, you're not someone who will win at all costs. You're respected and maybe even loved by your peers, your previous managers would all want to work with you again if given the opportunity. Building a great sales culture is important to us and with this role as an early team member you'll need to be able to create a solid foundation and set us up for success.

THE WORK:

- You will be a product expert within the Proformex application and be able to fully demonstrate the value that our products bring to our customers. As a product expert, you will be able to answer questions on functionality and applicability to fiduciaries and life insurance agents.
- Working with leads from Marketing and the BDR team, your job is to turn a lead into a customer. You'll have one call to demonstrate the value of Proformex. The ability to understand prospect pain point and articulate our solution is essential.
- Process is king: you must possess the discipline to stay on task to ensure sales momentum is maintained and that opportunities do not linger.
- You will manage the relationships you develop with the customers, schedule calls and navigate to key decision makers.

- Collaborate and work with the sales organization to fuel the growth of Proformex via exponential sales growth. Be a resource to the sales and marketing teams and look to those teams as a career step.
- You will effectively and efficiently manage the all the created opportunities and accounts in an organized fashion and be able to effective report out on the status of each lead and its path to completion.
- Daily Data Entry involving basic analytics and reporting. You must master the skills of good analytics and data entry into our CRM to provide direction and information to sales and marketing. Your numbers and reports will fuel their efforts and provide them with the necessary information to grow Proformex.
- You will be measured by:
 - New customers generated
 - New revenue generated

REQUIREMENTS

- Bachelors or Masters degree with at least 2+ years experience in an Inside Sales representative or Inside Account Executive role at early or growth stage software company.
- Track record of meeting or exceeding quota of \$500k-\$1M in previous roles. Experience building a quality pipeline that delivers the results and even outperforms. You'll know which opportunities are real, what is required to convert them, and what the timeline is for each customer.
- GRIT – the passion to achieve great goals and the perseverance to stick with it. Be driven and make that drive contagious.
- Fast-learner and early adopter. Constantly seek to understand the customer challenges and insights that improve engagement and ways of connecting with potential sales leads.
- Superb Phone and Demo Skills – Ability to find and develop a common interest with others and use that relationship to gain the trust of prospects through the sales process.
- High Output Player – Working in a cohesive team of high achievers and drive yourself and others to continually do better. Winning together with pride. Being "that guy/gal" who delivers time after time.
- Epic attention to detail. You're CRM and pipeline management is top notch.
- Proformex is currently a small team but growing quickly. You'll need to be comfortable with the constantly evolving, multiple hat wearing environment of a rapid growth start up.
- Knowing when to let go. The ability maximize efficiency by pursuing *real* opportunities, instead of all opportunities.

Bonus points if you have:

- An understanding of life insurance products and how they're bought and sold.
- You've worked in an environment where you've had a variety of responsibilities and show you can totally nail it.
- When the pressure is on a wave of amazingness comes over you. You just get the job done.
- You're confident with an ego that comes without arrogance. You've got strong opinions but you're a team player.

The package will include a both salary, commission, and health benefits. Come join us as we revolutionize insurance technology and take a key role in growing our company.