



Position Description

Position Title	Outside Sales Representative
Business	Yabble
Location	USA
Manager's Title	Country Manager, USA
Manager's Name	David Barad
Direct Reports	NA

About Yabble

Yabble is a disruptive agile SaaS product that is changing the way data is created, analysed, and used in the world of market research. Yabble has already launched world leading AI insights tools that are at the cutting edge of the industry from their native New Zealand.

Founded by Kathryn Topp and Rachel O'Shea, together they've built Yabble into an emerging global business with talented, innovative, and driven team members that are taking the business forward with pace. In addition to a great team, the technology that Yabble has developed is disruptive for the Market Insights market and has the potential to crossover to disrupt other industries as well.

The USA is the world's largest market for data and insights and represents a significant opportunity for growth. You'll be joining a team that has big goals, beautiful products, the hunger to succeed and an organization that puts its people and customers first.

Primary Purpose of Role

This role is responsible for outside sales across the USA. Working to convert qualified leads into subscription users of the software. As one of the first sales roles in the USA, you'll have a wide remit from identifying and filling the pipeline to conversion and renewal.

Supported by the Country Manager and the Founders you'll also have the Marketing team to drive inbound demand and Customer Success to support onboarding and renewals as well as operational support.

Key Relationships	
Internal	• Senior leadership team • Customer Success team • Marketing team • Product team • Operations team
External	• Brands (insight and marketing departments) • Independent Researchers • Agency Partners • Data partners (buyers and sellers of data)

Key Responsibilities / Accountabilities:
Be a hunter and a leader of the sales business for Yabble in the USA. <u>Sales Performance</u> • Cold calling, generating new leads and prospecting accounts • Closing customer contracts and generating new sales • Ensure visibility of performance with clear reporting • Utilize all available resources to reach out to prospects and attempt to turn those prospects into customers • Stay on top of industry trends to identify potential opportunities for company growth • Educating customers about our business solutions. <u>Business Planning</u> • Assist the Country Manager and Executive Leadership Team in the annual planning process, reviewing internal and external market factors to develop the annual budgets. • Own the competitive landscape, know our competitive set inside and out, their strengths and weaknesses and how Yabble wins against them. Turn this insight into effective sales planning processes <u>Marketing & Product</u> • Support the Marketing team in delivering effective marketing programs, communications and events which grow trial, advocacy and sales of Yabble products
Key Challenges in Achieving Goals
This role must deliver the day to day sales needs of the business relatively independently: • Must be comfortable in working remotely from your colleagues be a real self-starter and a great communicator. Team Yabble includes you, even if we can't always see you • You need to fly the flag for the brand, Yabble has low awareness so you need to know how to sell a relatively unknown product (and also help make it known)

- Need to work flexibly and be comfortable with the changing needs of a growing tech business

Qualifications and Experience

Experience

- Minimum 4+ years in sales roles
- Must have experience selling SaaS products
- Highly desirable to have experience selling research products
- Ideally have worked with sales CRMs, Hubspot preferred but not essential
- Prior success of growing sales of new products/company
- Ideally worked in a start-up environment or can demonstrate ability to work in a fast paced, dynamic business with lean resources

Behavioral:

- Great communication skills
- Must be able to negotiate and problem solve
- Demonstrable business acumen and a deep understanding of business sales processes
- Outstanding work ethic with a real self starter approach
- Flexible to the changing needs of a growing tech business
- Passionate about finding new customers and shouting about Yabble
- The ability to be a top performer and hit sales goals

Benefits

- Competitive base salary and benefits (health, dental, 401k)
- Unlimited earning potential with strong commission model

Find out more at www.yabble.com.