



Sales Executive

Job Description:

Visible World is the industry leader in addressable and advanced TV advertising. Our suite of services enables advertisers, agencies, and media companies to deliver addressable, interactive, and measurable ads. We offer a web-based campaign management tool, the Conductor, which enables advertisers to directly automate data-driven TV ad targeting. The Visible World Conductor is a sophisticated solution that facilitates deeper segmentation of TV ads and using this technology, Visible World brings the targeting precision and intelligence of online advertising to TV.

We are looking to recruit an energetic Sales Executive to join our Advertiser Solutions team. This position will focus on selling Visible World's Conductor suite of products directly to advertisers and agencies that will help manage and scale zone targeted and addressable television advertising campaigns.

The Sales Executive will report to the VP of Advertiser Solutions.

Responsibilities:

- Proactively identifying leads, and building/maintaining powerful agency and advertiser relationships
- Responding to sales inquiries
- Delivering presentations of Visible World products at customer sites and exhibitions
- Meeting annual sales goals and targets
- Maintaining the company's contact database management with up-to-date contact, accurate and activity details
- Producing monthly sales reports
- Testing very new product releases to provide feedback to product development team
- Providing feedback of potential clients to enhance product functioning and the service delivery
- Negotiating the agreement terms and closing sales

Requirements:

- Bachelor's degree.
- 5-8 years related experience (media, media planning or other technical sales preferred)
- Passion for understanding emerging technologies
- Outstanding communication, writing and client service skills
- Excellent problem solving and organization skills
- Able to communicate clearly, with effective presentation skills
- Self-motivated and extremely driven to succeed, and exceed expectations
- Tenacious work attitude. Powerful and confident negotiator who is skilled in finding the smoothest path to close new business
- Able to meet deadlines along with working under pressure
- Highly innovative and proactive
- Ability to give prompt and accurate response to questions
- Willing to travel on frequent basis if required