

Sales Manager, US Market

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Company: Pepper Content

Location: bangalore

Category: other-general

Pepper (www.peppercontent.io) is a content-marketing stack empowering any kind of content creation across the customer journey from ideation, to creation, to distribution, to analytics via the virtue of strategy, technology and talent all in one-single platform. The decentralised talent marketplace of creators has over 200,000+ content creators (writers, designers, video editors, etc.) making subject-matter experts, scalability and cost reduction the primary USP of Pepper Content.

Pepper Content is seeking a dynamic and results-driven Account Executive to join our sales team. In this role, you will be responsible for acquiring new clients and managing relationships to achieve monthly revenue targets. The ideal candidate will be a highly motivated sales professional with a proven track record in business development and client management.

Principal Accountabilities

New Business Development: Identify and pursue new business opportunities to drive monthly recurring revenue (MRR) growth.

Client Relationship Management: Build and maintain strong, long-lasting client relationships to ensure customer satisfaction and retention.

Sales Strategy Execution: Implement effective sales strategies to meet and exceed quarterly sales quotas of INR 4-6 lakhs in net new business MRR.

Market Analysis: Continuously monitor market trends and competitor activities to identify new sales opportunities.

Knowledge, Skills, and Abilities

Industry Knowledge: Deep understanding of content marketing, digital marketing, and AI-driven content solutions.

Sales Skills: Excellent negotiation and closing skills with a focus on customer service and relationship building.

Communication: Exceptional verbal and written communication abilities.

Technology Proficiency: Familiarity with CRM software and digital sales tools.

Competencies

Results-Driven: Demonstrates a track record of achieving sales targets.

Strategic Thinking: Ability to develop and execute strategic sales plans.

Problem-Solving: Skilled in identifying challenges and finding effective solutions.

Team Collaboration: Works effectively with cross-functional teams to meet customer needs.

Job Scope/Duty

Develop a pipeline of new business opportunities through networking, cold calling, and digital outreach.

Conduct presentations and product demos to potential clients.

Collaborate with the marketing team to develop targeted sales campaigns.

Provide regular reports on sales activities and pipeline status.

Attend industry events and conferences for networking and business development.

Requirements

Bachelor's degree in Business, Marketing, or a related field.

3-7 years of sales experience, preferably in content marketing or a related industry.

Proven ability to meet and exceed sales quotas.

Excellent interpersonal and team management skills.

Willingness to travel as needed for client meetings and events.

Pepper Content is an equal opportunity employer and values diversity. All employment is decided based on qualifications, merit, and business need.

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