

## Green Power Academy – Sales Executive



### The role:

Reporting to the Marketing Director; the Sales Executive will lead the sales effort for the **Green Power Academy**: the training division of Green Power Conferences.

As well as selling attendance at our public training courses, the role includes new business development, in particular; growing the in-house training side of the business – new lead generation as well as account managing and up-selling to existing customers.

**The candidate MUST have proven and successful experience selling B2B training courses or conference delegate places to senior level business people. Enthusiasm for selling and a good understanding of the sales process is essential.**

Experience of sales and **CRM** software such as **ACT** and **Salesforce** would be an advantage.

The Green Power Academy launched in 2008 and has been successful from the start, with many happy customers and new growth opportunities, particularly for the in-house side of the business. This is an excellent opportunity to join a growing new business near the beginning and to develop a career in sales and business development.

We are looking for an intelligent, enthusiastic, entrepreneurial individual who will be proactive in generating their own sales leads and driving new business. This is a hands-on role with autonomy and responsibility.

### Key responsibilities:

- Follow up inbound public training course leads/enquiries and convert to sales
- Work with the Training Director to identify likely buyers for the in-house training courses, cold call and convert to new business
- Account manage past multi-buyers and key customers
- Work directly with the marketing team to generate new sales leads from marketing
- Build, operate and maintain a sales database
- Develop the portfolio of products and Identify new business opportunities
- Report key information and performance to Directors

### Requirements:

- Minimum 2 years sales experience selling B2B training products
- Proven and successful sales record
- Good understanding of the sales process and sales techniques
- Good IT skills including Excel, Word, Outlook, Google and CRM
- Prepared to work un-social hours where necessary (global sales effort)
- Willing and able to travel to conferences and training courses globally

### Desirable:

- Additional languages
- Experience of, and a basic understanding of sales and CRM databases
- Experience using Salesforce, Goldmine, ACT or similar

### **About Green Power Academy:**

The **Green Power Academy** has been established to provide quality, impartial and enjoyable training with an aim to increase and distribute knowledge and skills to green energy industry professionals.

Courses are non-technical and are typically aimed at people who are new to an industry, have recently changed jobs or simply wish to refresh their knowledge.

We host training alongside Green Power Conferences' industry-leading events and we run separate, stand alone courses. We also offer tailored, in-house training courses. Our schedule covers the full range of green topics including: biofuels, sustainable business planning, solar power, wind power, clean energy technology, corporate climate reduction, renewable energy and renewable energy financing.

[www.greenpowerconferences.com/academy](http://www.greenpowerconferences.com/academy)

### **About Green Power Conferences:**

Established in 2003, Green Power Conferences was the first to offer professionally organised events focusing on the sustainability sector. Over the last six years, we have welcomed over 10,000 delegates from 82 countries and built a global database of 400,000+ contacts. Our expertise lies in producing high quality, interactive conferences and courses that provide ample networking opportunities for delegates and partners alike.

Each event is developed by a team of market research professionals who ensure our events provide in-depth discussions and the latest industry updates in these fast-moving sectors. With a global portfolio of 40+ events, Green Power Conferences is helping to accelerate the uptake of sustainable business practices from Rio to Hong Kong. We also walk the talk, by offsetting all our commercial activities through renewable energy projects around the world.

Green Power Conferences is a commercial B2B conference organiser, operating in the sustainability sector.

[www.greenpowerconferences.com](http://www.greenpowerconferences.com)