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poqcommerce.com



### **About Poq**

Poq is a MACH-certified Software-as-a-Service (SaaS) company, empowering retailers to create highly effective and fully-customized mobile native apps that enable retailers to provide a superior shopping and engagement experience. Anywhere.

Retailers work with poq to build stronger brands, sell more products, deepen customer loyalty and deliver highly relevant content, communications and rewards. Poq clients include global brands and retailers, such as Studio Retail, Hotter Shoes, Cotton On, Ardene, Cotton Traders, francesca's, Surfstitch, Card Factory, e.l.f Cosmetics and more. Our Apps serve consumers in the UK, US, Australia and New Zealand, and we expect further expansion in all of these regions and in Europe!

With everything from maps, memories and music to money going mobile, poq has been at the forefront of developing market leading native mobile apps for forward-thinking retailers to deliver engaging customer experiences anywhere since 2011. The company is venture capital (VC) backed, raising £16.5 million after having closed Series B funding in 2018. Its most recent funding round was led by Smedvig Capital, with participation from previous backers, Beringea and Revolt Ventures.

We are currently a remote-first business with offices in London and New York.

### **About the role - US Sales Director (US based role)**

The SD will drive new business for Poq by developing relationships with leading brands and retailers. Owning the full sales cycle, the ideal candidate will ensure Poq is represented in the best light and will consistently deliver new business. You will be working in an entrepreneurial environment and have the chance to make a big impact on our business.

We have experienced 300% growth year on year since 2013, delivering the market-leading platform in the industry. You will have the opportunity to work in the hottest space in ecommerce, with mobile set to be the top investment area for retailers this year, you will be part of shaping the future of ecommerce – or app commerce as we call it.

### **What you'll be doing - responsibilities**

- Delivering Enterprise level new business to Poq as an individual contributor, working closely with the Inside Sales and Marketing teams
- Developing creative solutions to clients' problems using our platform
- Scoping solutions, acting as a consultant
- Hitting and exceeding annual new business targets of circa \$1M
- Identify, create and manage a business development pipeline through prospecting and generating leads, qualifying opportunities and handling objections
- Establish and maintain prospective client database by responding to and qualify inbound and outbound leads
- You will win new customers and partners, sign them to commercial agreements and strategically develop them over a long-term period
- You will be the clients and partners' key point of contact and liaise internally with different departments
- Leads efforts to establish, develop, and expand market share and revenue attainment within named customer base accounts
- Leverage company sales best practices to secure a repeatable process to drive sales opportunities and customer engagement activities

- Ensures attainment of new sales/revenue and margin growth for strategic accounts which contribute to the company's bottom line
- Establishes plans and strategies in partnership with the VP Sales to expand the customer base in the assigned area
- Deliver presentations and demonstrations in a professional fashion, you will attend meetings and key events to showcase products and services
- Educate target accounts on the solution set by working on collaboration with the Solution Consultant
- Works closely with Marketing and BDs to plan and execute sales campaigns
- Learn, leverage and evolve our lead generation process
- Identify co-marketing opportunities for lead generation to increase reach and brand awareness
- Research industry trends & news to become a credible app commerce expert and a trusted advisor
- Build market intelligence and approach
- Demonstrates Company's values, maintains a positive open demeanor, encourages different points of view, moves team forward through change, provides timely information, communicates context for business decisions, recognizes accomplishments and fosters teamwork and collaboration
- Develops and maintains account plans and detailed financial forecasts. Conducts accurate sales forecasts and achieves sales targets.
- In conjunction with the VP Sales, develops and executes sales plans such as sector strategies, hiring plans, territory management systems, and compensation plans
- Supports and develops initiatives across sales and the company primarily focused on sales productivity and efficiency. Expands opportunities into untapped product portfolios and develops sales propositions.
- Generates leads from Salesforce
- Attend regional trade shows, conferences and events as needed

#### **Key Deliverables**

- Meet and exceed annual recurring revenue targets
- Prospect within the assigned customers and territory to generate sales opportunities to maintain at least 4X annual quota in pipeline opportunity
- Advance and close sales opportunities identified in the assigned territory by leveraging Poq's sales best practice framework
- Maintain a detailed relationship map for customer accounts, that identifies customer stakeholders and their current support for Poq
- Hold quarterly business reviews with VP Sales and CRO to assess relationship strengths, adoption progress, value delivery and competitive threats

#### **Experience**

- Bachelor's degree or equivalent combination of applicable education and experience required
- 8 years of relevant job experience with similar essential duties
- 5+ years' experience selling SaaS based software solutions, closing SaaS role (£100k+ deals/£1m quotas)
- Strategic planning, account management and contract negotiations skills required
- Attention to detail with good organizational capabilities and ability to prioritize with good time management skills
- Experience in consultative sales techniques and account planning (including account profiling, account positioning strategy, customer needs analysis, sales opportunity development, service improvement planning, and long-range account management strategies)
- Adept at consultative selling with good understanding of customer journey
- Ability to travel up to 50% of the time and work remotely
- Excellent understanding of ecommerce/retail
- Experience of closing complex sales cycles at board level
- Track record of consistently hitting and over-achieving quota
- Sales courses/ training such as SPIN
- Google Analytics or similar

We love spending time together as a team, [check us out on Instagram](#). You can see [more about our team here](#).

#### **How to apply**

We'd love to hear from you - please email your resume to [recruitment@poqcommerce.com](mailto:recruitment@poqcommerce.com).

#### **GDPR Compliance at Poq**

Poq will use the personal data provided by you in your application to contact you regarding matters relevant to the recruitment of this role. Members of the People team and relevant hiring managers and interviewers will have access to your CV during the recruitment process.

## **Poq Values & Behaviours**

### Deliberate

- We move forward constructively with integrity and purpose
- We bring the best version of ourselves every day
- We are experts and innovators at the top of our game

### Enterprising

- We are ambitious, resilient and passionate about what we do
- We are creative thinkers, problem solvers, decision makers
- We do great work and get things done together

### Honourable

- We take ownership and hold ourselves accountable
- Take pride in our product, our work and each other
- We are honest, decent and do the right thing

### Open

- We are open to ideas, learning and evolving
- We work together as one team
- We celebrate and embrace our diversity