

Delegate Sales Executive



Who we are:

Established in 2009, Defence Leaders and our subdivision Navy Leaders have grown to become one of the leading providers of intelligence, insight and debate serving the global defence community. Our portfolio of market leading events are curated and chaired by leading figures from the naval and army community, who offer a unique insight into how global armed forces are addressing the challenges and evolving threats in the ever-changing international arena.

The commercial team:

We work with a diverse range of companies, from global large-scale Prime contractors to niche technology providers. We're constantly developing new products for the team who offer a full suite of engagement solutions centred around our event propositions. We've already helped over 1000 clients position their brands, products and solutions with our Defence Leaders and Navy Leaders audience through events and digital campaigns, but we want to help more.

We're growing!

We're a fast-growing team with huge ambitions, and an exciting path ahead of us. We're always on the hunt for amazing people to join us on this journey, to help us grow the business by engaging clients who want to position themselves as key players within the armed services ecosystem.

Who we are looking for:

We're looking for our next sales superstar. Someone who has unshakable confidence and an unstoppable drive to succeed. You will be joining an all-star team who are consistently redefining what is possible and who go the extra mile to exceed expectations. This is a phone-based role where you will be conducting numerous qualitative discussions each day with the goal of selling passes to our target prospects, via a tried-and-tested process.

What you're like:

- You'll be excited to work for a growth-stage business
- You'll have an interest in the armed services and defence sector
- You'll enjoy working with a smart team in a fast-paced environment
- You'll enjoy the independence of running your own "book" of prospects, whilst also working as part of a team dedicated to delivering results together.
- You'll have a willingness to travel, attend conferences, social events and other meetings.

- You'll be a brand ambassador and champion of Defence Leaders & Navy Leaders — conveying a collaborative spirit and have a passion for our mission to be the leading engagement platform for the global armed services landscape.
- You're keen to work hard, and play hard.

What you'll be doing:

- Identify new lead sources and undertake your own research to discover prospective clients.
- Contact new prospects via telephone, email and social media with a goal of understanding the conditions/criteria that will trigger their participation at an event.
- Sell delegate participation packages for the events in your portfolio.
- Participate in regular team training and 1-to-1 call coaching sessions.
- Maintain accurate reporting documents and report on a daily, weekly and monthly basis to management.
- Work closely with the sponsorship & exhibition sales, guesing and conference production teams to maximise every opportunity.
- Utilise our internal CRM and lead generation systems to optimise your performance.
- Liaise with the conference production team to ensure that you are fully briefed on each event and kept up to date with the programme.

What are we like to work for?

We have a small-company mindset but big company goals, and can draw on many of the strengths and benefits of being established for over 13 years, with a recognised and respected brand. We're friendly, hard-working and passionate about what we do. We collaborate across disciplines and value feedback, honesty and clear communication.

What we offer:

- Competitive salary, depending on experience, plus excellent commission
- 28 days of annual leave (inclusive of public holidays) + 2 weeks additional leave in December.
- Regular team socials and events
- Professional working environment with full training
- Regular travel both domestic and international representing the business at events.
- Excellent progression, with a legacy of promoting from within.

Remuneration: £24,000 salary + £20,000 on-target commission (uncapped)

Location: Chelmsford, Essex. This is an in-office position with no option for hybrid or home working.

Find out more at <https://defenceleaders.com> & <https://navyleaders.com>