



(Senior) Sales Executive (m/w/d)

based in UK or DE or homebased

The Sales Executive drives efforts to expand and grow Acxiom's market share and presence across the EMEA region through establishing and cultivating of ongoing relationships at the Director, VP, SVP and C-Suite level and developing which leads to create a qualified pipeline of prospective new clients. They will target potential new leads and pursuits from their own research and through coordination with Acxiom's partner program, they will plan and select most appropriate sales strategies and approaches.

The Sales Executive educates new clients on the benefits of Acxiom's Professional Service and technological capabilities and expertise. Leverages industry and financial business knowledge to create demand and persuade through the creation and presentation of compelling purchasing rationales.

KEY RESPONSIBILITIES:

- › Plans, directs and coordinates sales activities, including management of the sales pipeline, for a defined territory
- › Leverages external relationships and personal network to generate sales leads for territory
- › Owns all phases of the sales lifecycle from: identifying and developing leads; meeting with clients; developing value propositions; financial deal structuring; to contract negotiation and closing
- › Develops close working relationship and strategies Works closely with our partners e.g. Salesforce, Sitecore and Treasure Data to build target account plans for territory accounts
- › Oversees and reviews technical solutions to verify the solutions meet and address the specific needs of the client
- › Ensures all targeted prospect/client contacts and engagement opportunities are recorded in Salesforce.com (SFDC)
- › Advises pursuit team in crafting and positioning deals and closing. Shares industry, deal, and sales "best practice" knowledge with sales community
- › Responsible for managing demand and quickly "qualifying" opportunities

SKILLS & QUALIFICATIONS:

- › Strong experience of consultative and solution selling with a demonstrable ability to understand the customer's needs.
- › Understanding of the Agency and Martech landscape and main players
- › Proven track record of meeting/exceeding goals
- › Proven success in enterprise selling across multiple client lines of business
- › Excellent pipeline management, preferable experience on Salesforce
- › Bilingual in German and English will be necessary
- › Digital and Media experience
- › Experience in Marketing and Marketing Technologies, including data insight and analytics experience

Acxiom is a customer intelligence company that provides data-driven solutions to enable the world's best marketers to better understand their customers to create better experiences and business growth. A leader in customer data management, identity, and the ethical use of data for more than 50 years, Acxiom now helps thousands of clients and partners around the globe work together to create millions of better customer experiences, every day.

Acxiom is a registered trademark of Acxiom LLC and is part of The Interpublic Group of Companies (IPG). For more information, visit [Acxiom.com](https://www.acxiom.com)

WHAT WE OFFER:

- › A motivated and supportive team with flat structures in a future-oriented, international company.
- › The chance to work and connect international and build your network within an international operating marketing environment with household names.
- › You will have the opportunity to take on responsibility for tasks and actively contribute to our team.
- › Flexibility and ownership on how and when you are most productive
- › Diverse and inclusive culture that enables everybody to be the best version of themselves
- › A competitive salary including an attractive bonus model complete our offer.

At Acxiom, we celebrate difference and believe this makes us stronger. We are equal opportunity employers and committed to championing an inclusive culture that provides a sense of belonging for all our employees. We do not discriminate against any applicant based on age, disability, race, color, ethnicity, national origin, gender, sexual orientation, gender identity, religion, belief, marital status or any other characteristic protected by law.

If you need any adjustments to ensure our recruitment process is fully accessible to you, then please contact the Hiring Manager.



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ACXIOM