

Sales Executive

Inspiratia is the energy transition specialist. We help clients grow their businesses by informing them of project developments, financing innovations, and new sources of capital, influencing the evolution of the industry, and inspiring leadership in energy transition.

We are committed to providing comprehensive coverage, insightful analysis, and thought-provoking content on all aspects of the energy transition. Our team of passionate professionals works tirelessly to deliver accurate, timely, and engaging information, ensuring that our audience remains informed in the evolving energy transition landscape.

Our intelligence platform is tailored to our client's needs, which include funds and investors, banks, advisory firms as well as developers and utilities. We offer clients a variety of products across three main verticals - data, news & analysis, and events.

By joining inspiratia you are entering an organisation that has ambitions to keep growing at the pace it has, continuing to excel in existing markets and develop our products into new areas.

We aim to offer an exciting role with great career progression at a friendly and motivating company. We pride ourselves in our positive character and culture of inclusion, supported by regular well-being initiatives. We have fully adopted the work-life balance approach and understand the importance of balancing your time between working from home and benefiting from a fun office environment.

About the role

The Sales Executive will be responsible for driving delegate sales for inspiratia's energy transition event portfolio. This role involves identifying and engaging potential clients, understanding their needs, and persuading them to attend our high-profile events. The successful candidate will play a key role in ensuring the commercial success of our events.

Key Responsibilities:

- 1. Sales Generation:**
 - Develop and execute sales strategies to meet or exceed delegate sales targets for Inspiratia's energy transition events.
 - Identify and prospect potential clients through various channels including phone, email, social media, and networking events.
 - Build and maintain a robust sales pipeline.
- 2. Client Relationship Management:**
 - Establish and maintain strong relationships with existing and potential clients.
 - Understand client needs and tailor event participation proposals accordingly.
 - Provide exceptional customer service and support to ensure high levels of client satisfaction and retention.
- 3. Sales Reporting:**
 - Maintain accurate and up-to-date records of all sales activities and client interactions in the CRM system.
 - Prepare regular sales reports and forecasts for the Sales Manager.

4. Collaboration:

- Work closely with the marketing and event production teams to ensure alignment on event promotion and delivery.
- Collaborate with the content team to ensure the event topics and speakers are aligned with market demand and client interests.

Key Attributes:

- Passionate about the energy transition and sustainability sectors.
- Ability to work independently and as part of a team.
- Strong organisational and time management skills.
- Willingness to travel as required for client meetings and events.
- **Experience:**
 - Proven track record in sales, preferably within the events or conference industry.
 - Experience in the energy, sustainability, or related sectors is a plus.
- **Skills:**
 - Strong communication and interpersonal skills.
 - Ability to build and maintain relationships with clients at various levels.
 - Excellent negotiation and persuasion skills.
 - Self-motivated with a results-driven approach.
 - Proficiency in using CRM software and Microsoft Office Suite.