



## Sales Specialist / Account Manager

### Job Description

SQL Sentry, Inc. seeks a Sales Specialist/Account Manager to join a dynamic sales and marketing team within a rapidly growing entrepreneurial organization. The primary responsibilities include the generation and follow up on sales leads, development of prospect and customer relationships, and communication of product and service benefits to prospective customers. The successful candidate will develop leads generated by SQL Sentry marketing efforts, generate their own leads through cold calling as necessary, and evaluate customer needs and product fit by phone, email and in person.

SQL Sentry software products enable database administrators to gain unprecedented visibility and control over their enterprise. At many of the world's largest corporations, DBAs find SQL Sentry products to be crucial for optimizing the performance of their servers as well as their DBA teams. SQL Sentry Inc. is headquartered in the suburbs of Charlotte, North Carolina. More information is available at [www.sqlsentry.net](http://www.sqlsentry.net).

### Required Experience & Knowledge:

- Prior sales experience of enterprise-class software
- Minimum of 5+ years experience in IT sales
- Recent "new" business development experience in opening new accounts
- Understanding of SQL Server and RMDB industry.
- Demonstrated a highly motivated approach to reaching sales goals
- A proven record of exceeding sales quotas
- Excellent written and oral communication skills including presentation experience to large and diverse audiences
- Experience in delivering dynamic and compelling product demonstrations on-location and via the web.
- Seasoned experience using Microsoft PowerPoint, CRM, Word and Excel
- Ability to work in a dynamic, entrepreneurial organization, in both a team and independent environment.
- An undergraduate degree is required and an MBA is a plus.

### Primary Responsibilities:

- Execute on sales strategy, goals, objectives, and implementation plans to close sufficient new business to achieve sales quotas and financial performance for sqlSentry.
- Execute on sales initiatives to establish and enhance sqlSentry's market presence and lead flow.
- Develop and maintain a consistent pipeline and qualify new business leads.
- Communicates with customers and customer prospects by phone, email or in person in response to prospects interest in product and leads provided by marketing efforts
- Track contact with customers through a sales process within a CRM
- Develop individual sales goals and projections
- Evaluate and respond to formal Requests for Proposal (RFP) and Requests for Information (RFI).
- Negotiate contract and license agreements per publish guidelines
- Work closely with Sales Engineers to answer technical questions and proactively present the value added by sqlSentry applications
- Demonstrate the product offering, develop proposals, and nurture prospects to close new business.
- Execute marketing initiatives in support of sales activities (i.e. conferences, tradeshows, seminars, telesales, direct mail, general marketing materials, etc.).
- Represent the company at various trade functions, seminars, and speaking engagements.