

JOB TITLE: Sales Executive

LINE MANAGER: Sales Manager

HOURS: 30 hours – across 4 or 5 days

DURATION: FTC 12 Months

SALARY: From £28,000 to £36,000/year (FTE)

LOCATION: Home based, with occasional travel to Reading or London

Your Role

As Sales Executive, you will work as part of the In-house courses (Sales) team, responsible for the account management of current customers as well as the acquisition of new customers. You will ensure we provide a good experience and level of service to our customers (and potential customers) when they commission a course or order licences from Red Whale.

You will be selling our clinical education courses and licences to customers in both NHS organisations and the private sector. You will be responsible for the full sales process – from identifying and approaching potential prospects, to establishing and maintaining good relationships with customers with the aim of growing accounts and gaining repeat business.

Please note that we are unable to offer visa sponsorship for this role; applicants must have the right to work in the UK

Your Responsibilities:

- Manage your portfolio of customer accounts, to achieve quarterly and annual sales targets.
- Ensure a good understanding and management of the full sales process from start to finish i.e. from identifying new prospects, developing proposals, negotiating terms through to signing contracts and delivering a good customer experience

- Form and then maintain good working relationships with your customers to understand their needs, product proposals and education packages that meet their needs.
- Effectively and efficiently use the sales tools and work with the Sales administrator to ensure we have up to date information and a 'single source of truth' for your customer accounts (HubSpot). Ensure that customer events/licences are well managed to deliver a great customer experience (using Asana, our project management tool).
- Collaborate with Sales Administrator (and the Marketing team) to ensure that customers have the marketing materials (e.g. flyers) that they need to support their marketing and to achieve the target number of delegates to sign up
- Collaborate with Sales administrator (and the IHC logistics team) to ensure we provide a good customer experience, and deliver courses (or licences) according to the customer's needs
- New business development. Work with the Sales Manager to identify, create and convert new customer leads. Review pipeline regularly (in business development meeting, pipeline review) and follow up on required actions.
- Share the voice of the customer. Feedback customer insights and their needs to other teams (Marketing, IHC logistics, Delegate Services etc) where appropriate, so Red Whale as a whole can improve the customer experience.
- Any other tasks relevant to the role, as agreed with your manager, and for which appropriate training has been provided. For example, identifying customer prospects, managing tender process for your account as well as providing cover for colleagues during their annual leave
- Complete all required training and additional learning & development as agreed with your manager.
- Demonstrate understanding of all Red Whale policies and procedures and the guidelines outlined in the Employee Handbook.
- Promote and uphold the principles of equality, diversity and inclusion in all aspects of the role, contributing to a culture of fairness and respect, challenging discriminatory practices, and supporting initiatives that foster diversity.

Competency Requirements:

Sales skills

- Manage sales process from start to finish, including identifying prospects, starting conversations, sharing quotes, through to negotiating and closing the deal
- Build great customer relationships to help secure repeat business
- Deliver excellent customer experience

Technical skills

- Confident with IT (MS Teams, Outlook) and able to use Excel, Word, PowerPoint effectively
- Confident with HubSpot, Asana

Communication

- Excellent written and verbal communication – attention to detail is key, particularly when developing quotes, in all customer communication and when updating HubSpot

Initiative

- Proactive – looks for solutions, thinks creatively
- Innovator, able to spot how things can be improved and get it done
- Able to work independently, and under minimal supervision, taking the initiative and managing own priorities and portfolio of customers

Relationship building

- Strong and warm interpersonal skills, ability to build and maintain relationships within Sales team, other teams/functions (especially Marketing, IHC Logistics) and customers
- Desire to deliver excellent customer experience

Working capacity

- Efficient, organized, disciplined with strong attention to detail
- Flexible, adaptable, keen and willing to lend a hand
- Able to manage a variety of tasks, with varying levels of urgency
- Possessing a genuine desire to help healthcare professionals across the UK

Fun factor

- Able to demonstrate a sense of humour (often).

Our Recruitment Process:

We believe in giving every applicant a fair opportunity and making the process as clear and supportive as possible. Here's what you can expect:

We will welcome new applications until the end of **15th of March 2026**. Please note that we reserve the right to close the advert earlier if we receive a high volume of applications; however, we will update this section and the information on Indeed accordingly.

To avoid missing out, we encourage you to apply as early as possible **by sending your CV and a cover letter** to our HR Manager: Carmen Sarrion Carmen.Sarrion@red-whale.co.uk

1. Application Review & Pre- screening

We'll review all applications carefully. Shortlisted candidates will be contacted for the pre-screening question. From there, we'll narrow the list down to around 15–20 people based on the role criteria.

2. Skills Assessment

Next, shortlisted candidates will be asked to complete an online skills-based task. This is designed to assess your analytical thinking, communication skills, and ability to deliver an excellent customer experience. This stage will help us reduce the shortlist to 4–6 candidates.

3. Interview Stage

Successful candidates will be invited to an online interview, which may involve one or two rounds as in some cases, there may be a final conversation with our CEO to ensure the best fit for the role and our culture.

We'll keep you updated at every stage, and you can expect to hear the outcome of your application as soon as possible.

We're committed to fairness, inclusivity, and providing a positive experience for every applicant. If you have any accessibility needs or require adjustments during the process, please let us know. We're here to help!