



Position Title: Technology Sales Director – Local Search

Location: London, EC4

Department/Team: Business Development

Position Type: Full-Time

Direct Reports: Opportunity to own & grow team

Reports To: President, DAC Group Europe

About Make It Rain, a DAC Group Company

Founded in 2008, Make It Rain is a digital marketing agency based in the heart of London, England, servicing an enviable group of premium, internationally recognised brands.

The Make It Rain team services all major European languages and delivers cross-channel campaigns globally.

The agency has grown and developed its service offering ahead of the digital curve to ensure its clients experience optimal campaign performance through genuine strategic insight.

In April 2015 Make It Rain became part of the DAC Group. Founded in 1972, DAC Group has grown to become one of the most successful digital performance agencies within North America. DAC Group offices employ approximately 300 full-time employees in New York, Rochester, Cleveland, Louisville, Chicago, Toronto, Montreal Vancouver and now, London. DAC Group combines consumer insight, proprietary technology and media expertise to create innovative marketing and lead generation solutions.

Product Description

Local Listings Management (LLM) is a growing channel in digital marketing. As increasing numbers of users embrace local and mobile search, accuracy of data and local citations within local business listings have become of paramount importance.

DAC's proprietary LLM technology is cutting edge and will gain traction as Europe's leading enterprise solution in the coming years.

We need talented people to join us on this journey and take our technology solutions and services to enterprise level clients across the UK and Europe.

Job Description

Our Technology Sales Director will combine technical knowledge with sales skills to provide advice and support on our range of products. The Technology Sales Director is a key point of contact for clients and will provide both pre- and after-sales advice, answering queries, and introducing new products. They will be in constant liaison with other members of the sales team and colleagues from a range of departments, as well as senior management.



Networking, attending key trade events and building a personal profile will be of critical importance as the successful candidate grows and excels in the role.

Position Accountabilities

1. Consultative and solution-led sales person
 - Work cross-functionally to translate customer needs and technology objectives into product definition and deployment plans.
2. Implementation
 - Manage, develop, and implement marketing activities to maximise sales of assigned product
 - Coordinate execution with operations & client service teams
3. Technology Sales
 - Develop long-term relationships with clients through managing and interpreting requirements.
 - Organise sales visits
 - Liaise with existing clients
 - Prepare tenders, proposals and quotations
 - Provide pre-sales and after-sales support
 - Write reports and sales literature
 - Provide product education and advice
 - Responsible for representing the product to customers and at field events such as trade exhibitions, conferences and meetings
 - Ensure that sales targets are met

Position Requirements

Ideal candidate must be self-motivated with a proven track record in technology sales and knowledge of technology

Demonstrated capabilities in presentations

Degree in Marketing, Business or Technical Studies preferred

Demonstrated capabilities in Microsoft Office applications (Power Point, Excel, Word)

Strong capabilities in written and verbal communication

Previous experience in a technical sales role an asset

- Strong technical skills
- Organisational
- Effective Communication & Interpersonal Skills
- Analytical skills
- Teamwork
- Sales



- Commercial awareness
- Ability to travel

Compensation

Subject to experience.

Employee outlook

We offer:

First class training

Career development

An entrepreneurial work environment

Exposure to cutting edge technology

International travel and networking

A competitive benefits package