

# Software Sales Executive

## Calgary, Alberta

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### Position Overview

This is a hunter sales role. The successful candidate will have responsibility to achieve an annual quota. They should be able to prospect accounts for new business, maintain an existing territory, and work with colleagues on account strategy.

This individual must have excellent technical skills, with a deep understanding of SaaS solutions focused on digital transformation. The candidate will use a consultative solution-selling model and be comfortably applying this sales approach at all levels of the enterprise.

### Solution Selling:

- Apply solution-selling principles and expertise to help our clients establish their digital transformation and business intelligence initiatives.
- Assists in formulating a long-term business transformation vision for the customer for which WaitWell software and services are a core tenant.
- Generate specific value propositions tailored to each customer's unique needs and requirements.
- Develop and execute a complete sales plan including competitive counter tactics to differentiate WaitWell solutions.
- Forge long-term strategic relationships with customers to achieve a 95% retention rate year-over-year
- Resolve possible deal specific objections based on deep knowledge of competitors and the industry.
- Comprehend the customer's needs, identify business trends and implications, and map possible solutions to deliver value.
- Manage negotiations with the prospect to ensure a win/win contract.

### Key responsibilities:

- Represent the company, its solutions and software, for the assigned territory or vertical
- Exceed quarterly and annual bookings target for subscriptions and services
- Carry out business development activities to develop and nurture a pipeline for the territory
- Annual bookings goal \$750,000
- Build, execute and maintain a territory plan which achieves both strategic and financial objectives
- Manage customer relationships and interactions through all stages of the sales cycle
- Maintaining accurate data and forecasts within the Hubspot CRM system for the assigned territory

- Establish productive, professional relationships with key personnel in all customer accounts
- Coordinate our engagement with the customer, including support, service, and management

### Required skills and experience:

- Bachelor level degree, preferably in a technology field
- 5+ years experience in software or technology sales
- Located in Canada's mountain or central time zones
- An understanding of SaaS cloud solutions is a must
- Proven track record of achieving sales targets
- Detail oriented with strong follow-up skills
- Strong negotiating skills with ability to close sales
- Excellent presentation skills (written and verbal)
- Strong interpersonal skills
- Ability to be productive in a distributed team through self-discipline and self-motivation
- Will have a mature and sensible approach to long-term relationship development with customers
- Must be a self starter with very high energy and passion
- The ability to represent the company at external events
- Startup experience would be an advantage

### What WaitWell offers:

- Competitive salary, commission and benefits package
- Stock-option plan
- Leadership growth opportunities
- Learning and development
- Annual compensation review
- Recognition rewards

### Location:

This position will be a hybrid position. WaitWell places a high value on teamwork, collaboration, and culture. Some days working at our Calgary office will be required and there is an opportunity to work at the WaitWell office full-time if preferred.

### Why WaitWell?

WaitWell is a small Calgary-based start-up with big plans to grow our business into something massive. We believe that "fast is the way forward". We are not afraid to take risks, so we try new things every day. When we win, we celebrate. When we lose, we learn. As part of a small team, you will work closely with the executive/founding team, all of whom have decades of experience in scaling SaaS companies, including some of Alberta's most well-known tech companies. You will be close to the action and have the opportunity to learn new skills and make a contribution in an exciting, fast-paced environment.

## Ready to do something big?

Send your resume and cover letter to [stevevm@waitwell.ca](mailto:stevevm@waitwell.ca) and let us know why you'd be a great fit for WaitWell.

## About WaitWell

Founded in Calgary in 2020, WaitWell is focussed on solving the very real problem that many organisations face: customers have to wait for service, but standing in line is a terrible user experience. WaitWell offers a powerful dashboard, as well as Reports & Analytics to give operators valuable insights into the customer wait experience, service