

GUINNESS WORLD RECORDS (GWR) is the global authority on record-breaking achievement. The iconic annual *Guinness World Records* book has sold over 138 million copies in over 20 languages and in more than 100 countries since 1955. Additionally, the *Guinness World Records: Gamer's Edition*, first published in 2007 and part of a growing GWR publishing programme, has sold more than five million copies to date. Guinness World Records' television programmes reach over 750 million viewers worldwide, and the GWR YouTube channel boasts more than one million subscribers, prompting more than 300 million views per year. The GWR website receives 21 million visitors annually, and we engage with over 12 million fans on Facebook.

Commercial Account Executive
Permanent - Full time
London, E14

The Opportunity

GWR is seeking a talented Commercial Account Services Executive to assist the Head of Commercial Accounts & Licensing & Senior Account Manager with maximising commercial B2B sales in agreed territory and sector; support Commercial Account Managers by fully understanding Guinness World Records commercial product portfolio and selling these solutions to key prospects and recurring customers.

As an Commercial Account Executive some of your responsibilities will include:

- Assist Head of Commercial Accounts & Licensing & Senior Account Managers to maximise commercial B2B sales revenue in agreed territory/industry sector.
- On a daily basis, review, research and respond to territory leads within the team from available sources Salesforce, Website and telephone & enquiries inbox.
- Position and sell GWR product portfolio effectively using a consultative sales approach, understanding of where the upsell opportunities are.
- Liaise with potential customers, process documentation, contracts and record information from first contact to post event account management
- Follow up on leads using Salesforce and ensure accurate and detailed inputting and upkeep of all salesforce information.
- Attend and actively contribute to all relevant internal meetings and regularly report on progress from assigned territories
- Assist Head of Commercial Accounts & Licensing and Commercial team to achieve company targets and objectives.

The ideal candidate will be able to demonstrate the following:

- 2+ years' sales experience is essential
- Enthusiastic personality with a passion for the Guinness World Records brand
- Customer service experience with the general public and/or business to business industry
- Excellent communicator, both verbally and in writing. Fluent spoken and written English
- Proficient in MS Word/Excel/Powerpoint; knowledge of Salesforce preferred

How to apply

Interested in the opportunity to gain experience from a strong brand with a great working environment? Please send your CV and a cover letter that describes your suitability & salary expectations to HR@guinnessworldrecords.com ASAP!

Please note, we will only respond to applications with CV's attached and while we sincerely appreciate all applications, only those candidates selected for interview will be contacted.