

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 Manager

Permanent - Full time

London, E14

The Opportunity

GWR is seeking a talented Commercial Account Manager to fully understand Guinness World Records commercial B2B product portfolio and sell these solutions to key prospects and recurring customers, developing new incoming leads and building and maintain long lasting relationships with key accounts.

As a Commercial Account Manager some of your responsibilities will include:

- Maximise Commercial sales revenue in assigned territories and/or sectors to achieve yearly personal and company sales target
- On a daily basis review and qualify territory leads from all available sources, Salesforce, Record Applications received via our Website, phone call, and emails.
- Thoroughly research and qualify leads and clients to clearly establish needs and sales potential
- As directed by Commercial Account Services Director and Senior Account Manager, organise joint or solo meetings/follow up calls with clients
- Respond to client queries and requests fully, clearly and in a timely manner and clearly document lead progression
- Position and sell GWR commercial product portfolio effectively
- Liaise with potential customers, process documentation, contracts and record information from first contact to post event account management
- Represent GWR company key values

The ideal candidate will be able to demonstrate the following:

- At least 3-5 years' experience within sales and account/relationship management
- A consultative sales approach
- Experience of selling creative services along with trademark and licensing would be ideal
- CRM experience is necessary in Salesforce or a similar CRM system
- Target driven
- Exceptional telephone manner and proposal writing
- Experience working with agencies
- Experience in customer service, with the general public and business 2 business

- You will have experience in the following areas:
 - Building relationships with accounts, prospects and customers; creating proposals using creative briefs
 - Upselling and maximisation of new and existing customers
 - Negotiating and managing opportunities and successfully closing deals
 - Processing documentation, general sales administration
 - Collaborate to ensure the customer gets the best experience

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.