



Institutional Sales Executive

Location: Boston, MA

Company Description

First Coverage is a web-based software application that simplifies the way the buy-side captures, organizes & evaluates all types of information coming from their sell-side coverage. First Coverage objectively measures, ranks, and values the complete worth of each relationship between buy-side executives and the institutional sales people that cover them. First Coverage is headquartered in Toronto, with US offices in Boston, MA.

Job Description

We are adding a Sales Executive to our Institutional Buy Side team in Boston, and we're looking for talented and motivated sales candidate to drive sales growth. This is a direct sales, quota carrying position offering base salary, commission and bonus, as well as an equity stake in the company.

Responsibilities include:

- Identifying, qualifying and closing new sales in territory
- Develop and execute presentations and product demonstrations
- Regular reporting of pipeline, key account planning and updating of account activity in CRM
- Communicate customers needs to our product development team
- A comfort with technology is also required as our product is delivered through our proprietary internet based platform

Qualifications

- Candidate will have strong selling skills and the ability to open new accounts.
- Knowledge and comfort selling a web based application to Money Managers and Hedge Funds is a major requirement
- Exceptional communication and interpersonal skill
- Experience of successfully selling in a start-up environment a plus
- The ability to be a self starter while working within a team environment
- Strong strategic and tactical leadership skills
- Strong prospecting, negotiation and closing skills
- Experience with a solution selling approach a plus
- Bachelor's degree required, 5+ years sales experience (preferably in Institutional Market)

Please email David Allen at david.allen@firstcoverage.com