



JOB TITLE: Enterprise Sales Executive
BASED AT: Worship Street, London EC2
REPORTS TO: General Manager

Job Purpose

Background and Job Purpose

TSM specialises in implementing and supporting procurement Spend Management applications. We are looking for an outgoing, enthusiastic, and driven individual to join our sales team. This role is ideal for a results-oriented enterprise-level salesperson who thrives in a dynamic, sales-driven environment and is passionate about driving new business growth. The successful candidate will have the opportunity to grow their career within a high-performing and expanding sales team.

As an Enterprise Sales Executive at TSM, you will be responsible for identifying, prospecting, and closing new business opportunities. You will leverage your understanding of B2B sales, prospecting techniques, and CRM tools to build a robust pipeline and achieve sales targets. You will be supported by the marketing & sales team but are expected to proactively generate prospects via outbound efforts using a variety of inhouse tools and methods.

Key Responsibilities

- Develop and maintain a deep understanding of TSM's products and services, with the ability to confidently and concisely communicate their value to prospective clients.
- Proactively generate new business opportunities through outbound prospecting activities, including, but not limited to, cold calls, emails, and leveraging LinkedIn, LinkedIn Sales Navigator and other sales tools.
- Demonstrate proficiency across the sales and marketing tech stack, including CRM platforms (HubSpot, EngageBay, or equivalent), LinkedIn Sales Navigator, and any prospecting or intent tools in use, and be comfortable picking up new tools quickly as the stack evolves.
- Maintain a professional and active LinkedIn presence that reflects TSM's values and expertise, engaging with company content, contributing to thought leadership, and using social selling as a natural extension of outbound activity.
- Effectively manage, with the support of the General Manager, the entire sales cycle from initial contact to closing deals, ensuring all stages, including qualification, negotiation, and finalisation, are handled professionally.
- Build and manage a robust pipeline of qualified prospects, ensuring consistent and targeted follow-up to move them through the sales funnel to successful closure.
- Work to develop lists & a database of prospects to whom TSM can promote its products and services.
- Collaborate closely with the marketing team to develop campaigns, share real-time field intelligence on what messaging is landing, and ensure sales activity consistently reflects TSM's brand positioning, acting as a genuine partner to marketing, not just a recipient of leads.
- Engage in qualifying all inbound enquiries, including those passed from author partners, and moving those either into prospects in a sales cycle or qualifying them out.



- Use our CRM system to accurately track and document all sales activities, customer interactions, and feedback.
- Plan, host, and follow up on regular webinars as a key channel for pipeline generation, owning the full cycle from topic selection and promotion (in collaboration with marketing) through to post-event outreach and lead qualification.
- Maintain detailed documented notes on all qualified opportunities so that as much information and knowledge can be seen and understood by the wider teams within TSM, but especially within Sales and Marketing.
- Meet and exceed sales quotas and performance metrics, demonstrating a strong ability to close deals and achieve revenue targets.
- Stay informed about market trends, competitor activities, and the overall industry landscape to effectively position TSM's solutions and differentiate from competitors.
- Represent TSM at industry events, exhibitions, and conferences to network and generate new business opportunities.
- Prepare and deliver compelling presentations, proposals, and tenders (RFI/RFQ/RFP) tailored to each prospect's specific needs, building all materials in line with TSM's brand guidelines and approved PowerPoint templates, maintaining a consistent and professional image at every touchpoint.
- Actively contribute to team meetings, sharing insights, strategies, and best practices to help the team achieve overall sales goals.

Key Personal Attributes

- A strong desire to succeed with a proven track record of meeting or exceeding sales targets.
- Experience and interest in B2B technology sales, particularly in procurement or related sectors.
- Highly articulate and persuasive, with excellent communication and presentation skills.
- Confident, self-motivated, and capable of working independently while being a collaborative team player.
- Ability to understand and articulate technical propositions and effectively communicate their value to non-technical stakeholders.

Experience

- Minimum of 5 years of experience in B2B technology sales, with a focus on prospecting, developing, and closing new business.
- Demonstrated experience working with CRM systems (e.g., HubSpot, EngageBay, Pipedrive) and sales tools like LinkedIn Sales Navigator.
- Demonstrated ability to work in close alignment with a marketing function, comfortable operating in an environment where sales and marketing share pipeline ownership, messaging, and campaign strategy.
- Previous experience in the SaaS Procurement sector is highly preferred.