



New Subscription Sales

WA Business News requires a New Subscription Salesperson to pro-actively canvas for new subscriptions, as well as other WA Business News products from leads generated through events, conferences and from existing WA Business News employees or from data canvassed.

Main Duties:

Your day-to-day role will include, but will not be limited to, the following duties:

- ~ To enthusiastically and professionally present WABN with each contact
- ~ Seek to harvest leads for free trials
- ~ Seek to convert readers to paid subscribers through the process of outbound phone sales
- ~ Soliciting a credit card authorisation at the time of sale, from a value added and service perspective
- ~ Handle incoming calls from prospective subscribers.
- ~ Seek to on sell the WABN Book of Lists CD at every opportunity
- ~ Assist in generating ideas that help improve targets and presentation.
- ~ Seek to harvest leads for potential advertisers to pass on to the Sales Manager.
- ~ Seek to harvest leads for the Events department
- ~ Keep records on feedback from readers for Editorial possibilities
- ~ Assist in updating and improving database records in conjunction with the IT manager.
- ~ Maintain and keep updated all records of contacts on a daily basis

Key Performance Indicators:

Your performance will be measured on the criteria outlined below. Continued support and training will assist you in achieving these goals.

- ~ The number of new subscribers gained each month - min requirement 45 Subscription sales
 - ~ Week 1 is training and induction
 - ~ Weeks 2 – 5 no less than 80% of sales targets are expected and 100% of activities
 - ~ Week 6 onwards 100% minimum is required
- ~ Min activity 250 calls per week - 88 contacts per week
- ~ The % conversion from data provided
- ~ The volume of Book of Lists CD's sold - min requirement 3 per month
- ~ The % transactions that include a credit card authorisations at the time of sale
- ~ Depth of relationships with WABN subscribers.
- ~ Contribution to the team in ideas and innovation
- ~ Contribution to the team environment

Do to the nature of the role you will be expected to not only strive to hit you subscription targets and up-sell targets, you will also be expected to gather leads for both the Ad Sales and Events teams.



Person Specification:

We recruit individuals whose honesty and integrity are paramount in their everyday work who understand business and admire innovation. An inspiration to your colleagues, you'll have passion and a commitment to getting things done while always placing the client at the centre of everything you do.

Personal Attributes:

- ~ Strong determination to succeed
- ~ Passionate belief in the WA Business News brand
- ~ Willingness to embrace and champion change
- ~ Strong listening and communication skills
- ~ Strive for Excellence & Best Practice
- ~ Take responsibility for outcomes
- ~ Excellent organisational and time management skills
- ~ Strive for Excellence & Best Practice
- ~ Take responsibility for outcomes
- ~ Proactively seek solutions to challenges
- ~ Enthusiasm to learn and a discipline to personal development
- ~ Honest, inspiring, innovative, supportive and positive

Skills, Knowledge, Experience Required:

- ~ Must be comfortable working towards defined Key Performance Indicators (KPI's)
- ~ Ability to create and maintain accurate/accessible and organised documentation
- ~ Ability to effectively manage customer & staff relationships
- ~ The ability to manage expectations and that promises are kept
- ~ Ability to work as a part of a team, contributing and sharing best practices/knowledge/resources and ideas

Team Placement:

As a New Subscription Salesperson you will work closely with the following members of the WA Business News team.

- ~ **Allison Cairns:** Direct report. Ensure accurate market feedback is communicated. Communicate any issues that you consider are hindering you from achieving optimum results.
- ~ **Sales Team:** Pass on potential advertising leads and stay informed of signature editions and special features
- ~ **Production:** To ensure all production requirements including copy reports and material deadlines are met.
- ~ **Admin:** Pass on required documentation to administration so that the relevant invoices and administrative work can be attended to in a professional and efficient manner.
- ~ **Events:** Keep up to date of the events programme and communicate any sales or sponsorship opportunities that you have generated for events

Company Information:

When it comes to accessing decision makers in the business community in Western Australia, WA Business News and has a unique and powerful value proposition. More than 55,000 people read our newspaper each week, over 15,000 receive our morning and afternoon email bulletins every working day, and more than 3,000 attend our events each year. The WA Business News' team has direct access to these people, building valuable connections with them as we help business grow.

Since 1993, we have worked diligently to carve out this valuable niche. We've found great success in enabling organisations to build their profile, connect with senior business decision makers and ultimately grow their business. That success can be directly attributed to the team we've assembled. Propelled by enthusiasm and commitment, our people don't just populate our company - they are critical to the success of our company