



Pre-Sales Consultant

Cognism is the smart all-in-one marketing and sales acceleration solution. We provide organisations a GDPR compliant way to prospect leads and enrich data and are a next-generation revenue intelligence platform that uses AI to help customers discover their next best business opportunity. Our service is used for B2B lead enrichment, lead generation and marketing/sales automation. Currently we already have 600+ clients and have released native applications for Salesforce and Microsoft Dynamics.

Our specialities include - Lead Generation, Sales, AI, ABM, Outbound, Data Cleaning, Email Verification, Data Enrichment, Outbound Marketing, Lead Prospecting, and GDPR.

The role:

The pre sales consultant is employed as an expert with the task of working closely with sales teams to ensure that the products being offered can be tailored to meet the customers' requirements. You will deliver technical consultancy and pre-sales activities, and transfer industry, technical and product knowledge to customers via good written, verbal and presentation skills. The successful candidate will assist in all levels of account planning and accompany Business Development Managers on customer meetings. You will be expected to manage all trials and feedback on each one with detailed analysis.

Working with the Sales Team, your responsibilities will include the development of formal written sales proposals and tender responses and the ability to present and differentiate product offerings at a technical level from the competition.

Job purpose:

- Working closely with the sales team on proposals and pitches for business.
- Attending meetings with business development managers and acting as a technical expert.
- Putting together business cases for the sales teams to support their proposals.
- Providing the customers with trials for the products
- Working closely and collaboratively with customers to devise effective solutions.
- Ensuring that the company's product can deliver on the customer's requirements.
- Working closely with customers to understand and capture requirements.
- Replying to customers following requests for information and proposal requests.
- Generate and present proposals to customers alongside members of the sales team.
- Providing ongoing support for customers during any trial period.
- Compare competitive products to specify the most advantageous solutions for customers
- Manage the customer's expectations and align with the post support element of the sale

The skills you will bring:

- Good commercial acumen
- Excellent presentation and demonstration skills
- Excellent organisational skills
- Good listening skills
- Ability to explain and present technical solutions
- Excellent relationship-building skills
- Affinity to both sales and technology functions
- Solid experience in a SaaS business would be an advantage
- An ability to communicate technical information to non-technical staff in a way that is easy to understand.
- Previous experience working for a competitor in a similar position would be a strong advantage.