

Job title: Business development manager

Job description:

APL Media, a trailblazer with over 27 years in the travel and lifestyle content creation industry, is expanding its dynamic team by seeking a business development manager for its groundbreaking SaaS platform, socialasking.com. This platform is an AI-powered audience research and engagement tool with advanced analytics for determining sentiment and tone from audience participation. As a business development manager, you will play a crucial role in selling this innovative platform, transforming how businesses interact with and understand their audiences.

Introduction to socialasking.com:

Social Asking is an AI bridge between social media and surveys, combining the best of social experiences with structured survey guidance. It offers a transparent, choice-driven and democratic system, igniting intelligent conversations on various topics. Key features include seamless installation, representative comments, intent tags, smart filters, automated reporting and deep language parsing. Our AI capabilities enable businesses to parse and index language, extract topics and sentiments, and offer summarisation for actionable insights.

Job summary:

The business development manager at APL Media will be instrumental in promoting and selling socialasking.com. This role includes working independently and with the wider APL Media sales team, implementing direct go-to-market strategies and driving sales of this unique SaaS product.

Duties and responsibilities:

- Lead sales initiatives for socialasking.com, demonstrating its groundbreaking capabilities in audience engagement and analytics.
- Develop, lead and execute programmes to engage target accounts (existing customers and prospects) in alignment with our acceleration and growth objectives.
- Present the innovative features of the platform, such as AI-driven audience insights, sentiment analysis and enhanced analytics, to potential clients.
- Foster relationships with key decision-makers, understanding their needs and demonstrating how socialasking.com can meet them.
- Analyse market trends and customer feedback to adapt sales strategies and ensure the product's competitive edge.
- Achieve and exceed monthly sales targets, with a particular emphasis on print and digital media.
- Develop compelling sales presentations and proposals.
- Uphold high levels of professionalism, even under tight deadlines.
- Exceptional organisational skills and report literacy.

About you

- Minimum of 6+ years in B2B sales, with substantial experience in SaaS or software sales.
- Experience in developing and executing successful sales strategies.
- Proven track record in delivering sales growth and meeting/exceeding sales targets.
- Strong understanding of AI-powered tools and their application in audience research and engagement.
- Exceptional communication and negotiation skills.
- Willingness to travel as required.

What we offer:

At APL Media, you can choose from a wide array of perks and benefits:

- Christmas closing
- Medicare cash plan
- Enhanced parental leave
- Discounted gym membership
- Spend a charity day with your favourite good cause
- Regular socials and more!

Remuneration

- Competitive salary package with a lucrative commission structure.
- Opportunities for professional growth and development.

Join APL Media and be a part of the team that's revolutionising audience research and engagement with socialasking.com