

# Enterprise Sales Superstar

## Who we are

---

**We are on a mission to empower investment platforms to engage their investors with best in class tech and genuine positive impact. We exist to give investors a voice, everywhere.**

Tumelo is an angel investor-backed, financial technology firm building software that will educate and empower investors all over the world.

We partner with UK's largest investment and pension platforms, empowering them to provide their investors with transparency over the companies they own and a shareholder voice on issues they care about, whether that be gender equality, human rights or climate change. We build APIs and beautiful user interfaces to deliver a totally unique user experience. We give platforms better engagement, acquisition and retention, coupled with the power to create a sustainable investment system for us all.

We're a close-knit, ambitious team. Based in and around the South West, we work in an agile manner; championing transparency and flexibility while prioritising open communication. We love food, rounders, board games and team holidays (like painting and cliff jumping in Devon). We work and play by the following values:

## Our Company Values

---

1. Ambition
2. Proactive ownership
3. Open hearts
4. Long-term thinking
5. Thoughtful listening
6. Bringing the magic

## Role Objectives

---

Tumelo doesn't have pricing sheets; reams of sales collateral; a well-oiled, integrated process; or a flashy marketing team. We do, however, have **industry-leading customers who love our product, heaps of energy and the opportunity of a lifetime ahead of us**. We are looking for a superstar to become a foundational team member, build our sales engine and drive us towards success. You will be selling to investment platforms and pension providers. The purpose of your role is to:

1. **Establish a sales plan** by defining our sales strategy, playbook, hiring goals, KPIs, and the corresponding monthly/annual revenue output.
2. **Develop and systematise our sales processes** to increase conversion, efficiency and scalability
3. **Scale the sales engine** you create by expanding our sales and marketing team

To achieve these goals you will:

- Research and validate new market opportunities.
- Codify the first sales playbook (incl setting meetings, executing discovery calls, delivering product presentations, handling objections, and converting prospects to successful customers).
- Test, learn and iterate said playbook.
- Seek out new customers through networks, events, cold-calling; identify internal champions.
- Work collaboratively with customers on vaguely defined problems to understand pain, determine ROI and access decision-makers.
- Learn from customers to develop the product pitch; improvising on the spot and adapting as you go.
- Work with stakeholders; steer procurement processes; close deals.
- Ensure success for our existing customers.
- Develop accurate monthly forecasts.
- Work creatively with design to develop sales materials.
- Deliver insights to our product team and facilitate customer discovery to develop product-market fit, evolve the product roadmap and adapt customer messaging.
- Hire, train and coach new sales team members.

In this role, you will be collaborating most closely with:

1. Our CEO, who is currently running all sales and account management
2. Our Brand Manager, who delivers awareness opportunities and lead gen
3. Our Designer, who designs to support sales and account management
4. Our Customer Success Specialist, who will be joining us to manage accounts
5. Our Product and Insights teams, who are responsible for the roadmap

### Desirable experience:

---

These are desirable rather than essential criteria. We welcome applications from people who do not have all the listed criteria but think they have what it takes and a willingness to learn by doing.

1. 5-8 years experience selling software to large enterprises
  1. Experience in impact- or fin-tech is a bonus
  2. Experience with evangelical sales is a bonus
  3. Experience selling a B2B2C product is a bonus
2. Experience in a pre-product-market-fit start-up, meaning:
  1. You have carried out product-market-fit analysis
  2. You have sold without well-defined sales/marketing infrastructure or operations
  3. You have sold to customers without budget allocations
  4. You have built up your own sales pipeline from an early stage
  5. You have operated across the sales cycle including lead gen, prospecting, qualification, close & account management.
  6. You have built and adapted your own pitch and pricing
  7. You have worked closely with product teams to deliver customer feedback and develop the product roadmap.
3. Experience building out a sales team, meaning:
  1. Experience writing job descriptions
  2. Experience interviewing
  3. Experience training and/or coaching
  4. Experience under a stellar Head of Sales is a bonus

## Who you are:

---

- You encapsulate our company values.
- You inspire trust and invest in long-term relationships.
- You are passionate about social or environmental issues.
- You love start-ups and are excited by tech products.
- You're a self-starter; not afraid to get stuck in or get your hands dirty.
- You have an entrepreneurial, problem-solving spirit.
- You are a great listener and always follow through.
- You flourish with autonomy and independence.
- You appreciate the power of good communication; your spoken and written communication are brilliant.
- You have the flexible attitude required in a start-up environment and love think on your feet.
- You have the capacity and willingness to learn, improvise and adapt *relentlessly*.
- You love to get feedback and are proactive about giving it.
- You can reflect and dream big.
- You can handle high pressure and tight deadlines.
- You are not afraid to ask for help when you need it.
- You have the right to work in the UK with fluent spoken and written English.

It takes all kinds. We are trying to build a team that can conquer every challenge, speak every language, and understand every user. We have an ambitious mission to change the world so we hope to lead by example with a diverse and inclusive team that reflects the world we want to see.

## The finer detail:

---

- Full-time role preferred
- Flexible times with core, online communication hours of 10-3
- Flexible working from home with time in office in Bristol at least 4 days per month
- Competitive salary based on experience: ~£45-60k base with double OTE
- Statutory workplace pension with Nest
- Flexible holiday policy: 33 days incl bank holidays
- Generous company share scheme

## Why Tumelo?

---

If you're such a superstar, we recognise you can probably work anywhere you want to. But working here, you'll grow more than you would anywhere else; you will join a team who will appreciate you every day; your contributions will genuinely change our business outcome; and you will be proud to make a lasting, positive impact on the global investment system. And with that, we hope to hear from you!

## Application details

---

### **Recruitment process:**

- CV and covering note
- Quick questionnaire
- Sales interview (30 mins)
- Sales task & feedback (~3 hours)
- Sales presentation & self-evaluation (30 mins)
- Values-based interview (45 mins)

There will be opportunities to ask questions throughout. If Tumelo sounds like a bit of you and if you are excited to ride this rollercoaster alongside us, then please apply at [recruitment@tumelo.com](mailto:recruitment@tumelo.com)

### **In your first email to us please include:**

- An up-to-date CV
- A covering note detailing the life experience that makes you amazing; why you're good for us and especially why we're right for you. This covering note - however short - is essential.

### **Start date: ASAP**

If you're such a superstar, we recognise you can probably work anywhere you want to. But working here, you'll grow more than you would anywhere else; you will join a team who will appreciate you every day; your contributions will genuinely change our business outcome; and you will be proud to make a lasting, positive impact on the global investment system. And with that, we hope to hear from you!

