

Job Specification – adam HTT Limited

Job Title: NHS Sales Manager (SM)

Location of Role: Milton Keynes

Salary Range: Available on Request (OTE Uncapped)

Benefits:

- 25 Days annual leave (plus bank holidays)
- Discretionary KPI bonus
- Personal Training Budget of £1,000 per annum (in addition to other training opportunities provided)
- National Rail Card
- Perkbox membership
- Monthly Health & Wellbeing allowance
- Multiple social and charity events each year

About *adam*:

Our mission

In a business environment, outdated technologies are still relied upon to automate textbook procurement practices that don't meet the needs of people in the real world. Put into context that means that the most vulnerable in our society are having services arranged for them that don't best meet their needs, whilst also not maximising taxpayer money. We are fixing that problem.

And for those looking to arrange services themselves the rise of the internet has helped, but online tools focus on price and ease, and not on quality which is the driving factor in most significant buying decisions. If you were putting your mother into a care home, where would you go and who would you trust?

Harnessing the power of cutting-edge technology, *adam* enables the public sector to unlock a strong, dynamic choice of providers, ultimately enabling wellbeing for the individual. The adam Human Touch Technology™ service connects four stakeholders: The INDIVIDUAL, and their demand for personal wellbeing; The PROVIDER, and their need to meet the demand; The PROFESSIONAL, and their responsibility towards the individual, and community, wellbeing – and The ADVOCATE, the individual or group proactively driving the wellbeing for the individual.

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Job Description:

The SM is a key member of the *adam* NHS team. With a market leading product and a proven track record, the right candidate can make a very significant contribution to the *adam* business by securing new customers at pace.

The role encompasses a broad range of responsibilities leading to delivery of new customer logos and revenue against plan. Working closely alongside the other members of the sales and marketing team, the successful candidate will devise a go to market strategy and tactics, and be responsible for working with colleagues to ensure success. The sales function within *adam* is central to our approach, with sales staff feeding into and from other functions such as marketing and IT to ensure sales are maximised and our business is well aligned with the market.

The role will be varied and challenging, ranging from lead generation activity to pitching across the UK. Working on building relationships with both prospects and customers, as well as colleagues, will be fundamental to delivering success. Operational teams are on hand to support and the SM will be expected to develop an in-depth understanding of a complex product as well as our delivery record in order to supplement sales efforts.

Responsibilities:

- National coverage, travel throughout the UK may be required (limited currently due to Covid-19)
- Manage full end-to-end sales cycle from lead qualification to contract
- Shaping the NHS business development strategy and developing the company brand
- Qualification of leads and setting of sales meetings
- Development of new business opportunities
- Close new business opportunities, winning new contracts and clients
- Undertaking sales presentations and product demonstrations to prospective clients
- Build and develop strong customer relationships
- Business case / bid / proposal development
- Development and management of personal pipeline
- Network development - This may include, but not be limited to;
 - Attending conferences and exhibitions
 - Engagement with key sector influencers and leaders
 - Identification of potential partners

Reporting:

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- The SM will report directly to the Divisional Director
- All sales activity will be recorded on the CRM system with reporting output required
- The SM will be expected to develop and manage a robust pipeline and able to forecast accurately
- It is essential the SM feedback to the business to support;
 - Solution and Product development
 - Sector understanding and key messages

Experience / Skills:

This role is open to applications without a significant sales background should they be exceptional in other areas

- High degree of customer empathy and emotional intelligence
- Strong listening skills with ability to quickly digest information
- A clear communicator with excellent verbal, written and presentation skills
- Excellent organisational and administration skills
- Be able to work independently and take initiative
- A proven track record of negotiating, selling and managing in a B2B customer environment
- A highly ethical, consultative and team-oriented approach to solution sales
- A creative and innovative approach to building client relationships
- Strong track record of achieving targets and/or KPIs
- A passion for understanding the products and value that *adam* can deliver
- Must be operationally competent and not simply a strategist or manager, must 'walk the walk' without reliance on a team
- Experience selling to public sector (health and social care) preferred

More About *adam*:

Our history

After many years' experience of delivering technology to local government, in 2012 we founded *adam* (previously known as Matrix SPS).

We launched with our first customer in 2012 and after great success quickly invested to build our business to become the leading provider of services procurement technology in the UK. Fast forward just a few years and we have over 50 public sector customers, managing spend of over £1billion, and help government buy a range of services for the

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adam

most vulnerable in our society from care, to housing, to education and beyond. We are now widely recognised at the leaders in our field and have a range of products in both local government and the NHS.

Our business today

Privately owned, adam is run by an entrepreneurial management team who genuinely want to make a difference in the world. We build and maintain all of our own technology, which centres on the values of Human Touch Technology – and this presents itself in both the product we build, but also how we do business. To us this is a passion and not just a business, and we treat all interactions with the care they deserve.

We are based in our modern office in Milton Keynes, not far from the station and shopping centre, and have a young and talented team of staff. We now have a range of products that serve both the local government and NHS markets. Over the coming years, we will continue to invest very heavily in all of them as we build technology to high standards, quickly, and always with users in mind.

And we're proud of our results to date. We've been awarded the Innovation in Care award at the GB Care awards, we've been recognised as a Cool Vendor by Gartner, and we are growing at a rapid rate. The owners are convinced of adam's potential and are investing all profits back into the business to accelerate future growth.

Our people

Whilst we undoubtedly have a great product, we are immensely proud of the people within our business. Many of our staff, including much of the senior and middle management teams, have progressed from junior positions within the business.

We employ largely on talent and personality with experience coming second, and all staff are provided a formal but friendly environment within which to flourish. We provide a range of development schemes that staff can access to achieve the progression that they desire. No one person is the same and therefore development is centred around the individual, and the entire management team takes an active role in the development of all of our people.

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At the same time, we expect a lot from our staff. Everyone is given their own area of responsibility and you will be expected to work hard to help us achieve our goals. Occasionally deadlines require efforts out of hours, work takes people out of their comfort zone, and we challenge staff to be better at everything they do. However, all of our staff are supported and nurtured and we provide a hugely rewarding environment to work within.

Next Steps

adam is an equal opportunities employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, race, disability, age, sexual orientation, gender reassignment, religion or belief, marital status, or pregnancy and maternity. If you think that you are the type of person who would flourish in our business, and that *adam* is the type of company that you want to work for then please email us at careers@useadam.co.uk with your CV and covering letter.

Other Related Job Titles / Key Words: Key Account Manager, National Account Manager, Commercial Manager, Account Management, Client Services Manager, Relationship Manager

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