

## Job Specification

Position:	Sales & Account Executive	Department:	Sales
Reports to (position):	Head of Sales/Sales Operations	Location:	Aberdeen, UK

### DEFINITION

Geoactive Ltd has a broad range of applications. Predominantly these are supplied to the Energy sector, primarily within the specialities of geoscience, geology and petrophysics. It will be the expectation of candidates to support all products, not just those that fall into their specialism or niche.

#### Primary Function

The Sales & Account Executive is responsible for driving new business growth while managing and developing a portfolio of existing customer accounts within the EMEA region. This is a full-cycle sales role that blends proactive business development (Hunter) with strategic account management (Farming).

The role is pivotal in ensuring existing accounts receive exceptional service, whilst also identifies new revenue opportunities (Upsell), supports long-term retention, and contributes to the overall commercial success of the organisation. There will be an expectation to find and win new accounts each financial year and this may incur significant travel, both local and international. Working closely with Marketing, Product, and Sales Operations, the Sales & Account Executive plays a key role in expanding Geoactive's market presence and delivering sustainable revenue growth.

The working hours of this position are from 9am to 5pm Monday to Friday with the potential to work outside of this depending on the situation (Tenders, client meeting etc). An ability to work both unsupported and within a team and inspire others in alignment of behaviours to Geoactive's vision is essential. The candidate might be required to travel to customer offices to conduct onsite meetings, demonstrations to sell the products to the client in the software and may also be required to travel out with the local region to do this and this will demand them to work longer hours during these times to fit in with client expectations and travel constraints.

#### Duties

##### **New Business Development**

- Identify, qualify, and convert new business opportunities across assigned territories.
- Build and maintain a strong pipeline through outbound prospecting, networking, and lead follow-up from Marketing.
- Deliver compelling sales presentations, demos, and proposals tailored to customer needs.
- Manage the full sales cycle from initial engagement to close.
- Achieve quarterly and annual revenue targets.

##### **Account Management & Customer Growth**

- Own and manage a portfolio of customer accounts, ensuring satisfaction, retention, and expansion in conjunction with Customer Success.
- Conduct regular account reviews, business planning sessions, growth assessments and build account plans.
- Identify upsell and cross-sell opportunities within existing customer relationships.
- Act as the primary point of contact for customer queries, commercial discussions, and contract renewals.
- Maintain strong long-term relationships with key stakeholders and decision-makers

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### Commercial & Operational

- Maintain accurate CRM records, forecasts, and activity reporting in line with company standards.
- Provide timely and accurate revenue forecasts and pipeline updates.
- Support pricing discussions, contract negotiation, and commercial governance.
- Collaborate with Sales Operations to improve processes, reporting, and sales efficiency.
- Ensure all customer commitments and follow-up actions are delivered on time.

### Market & Product Insight

- Stay informed on industry trends, competitor activity, and market developments.
- Represent the customer voice internally, feeding insights into Product and Marketing.
- Support marketing campaigns, events, and exhibitions as a frontline sales representative.
- Work closely with the Strategic Marketing Team, to support the demand generation and qualification process
- Work with the promotional team to support digital social media, in person events, tech days and other activities related

## REQUIREMENTS AND QUALIFICATIONS

In addition to demonstrating capability to deliver the activities within the role description above.

### Qualifications

Preferred qualifications:

- Proven experience in a sales, account management, or business development role (B2B).
- Strong communication, negotiation, and presentation skills.
- Ability to build relationships with customers at multiple levels.
- Confident managing a full sales cycle from prospecting to close.
- CRM proficiency (e.g., Netsuite, HubSpot, or similar).
- Strong commercial awareness and analytical skills.
- Demonstrated success in both new business acquisition and account growth.
- Understanding of sales cycles, consultative selling.

### Preferred Experience:

- Previous experience in subsurface software sales
- Working with clients globally.

### Skills

- Commercially aware
- Ability to build relationships across all levels
- Analytical
- Business Development
- Account Management

### Behaviour

- Active listener
- A high degree of emotional intelligence that allows the candidate to be self aware
- Self-motivated and proactive taking full accountability of expectations in the role.

### Job Specification

- Customer Centric mindset
- Excellent communication skills
- Results driven
- Positive can do attitude.
- Ability and willingness to travel as needed.

### DEVELOPMENT

Geoactive Ltd. is a growing area of the wider company, offering the successful candidate professional development and career progression opportunities.