

VACANCY

VP of Sales

Requirements

- 8+ years experience in B2B SaaS sales
- Track record in building a team in a startup or scale-up environment
- Experience with partner / channel sales
- Commercial and Strategic
- Hands-on

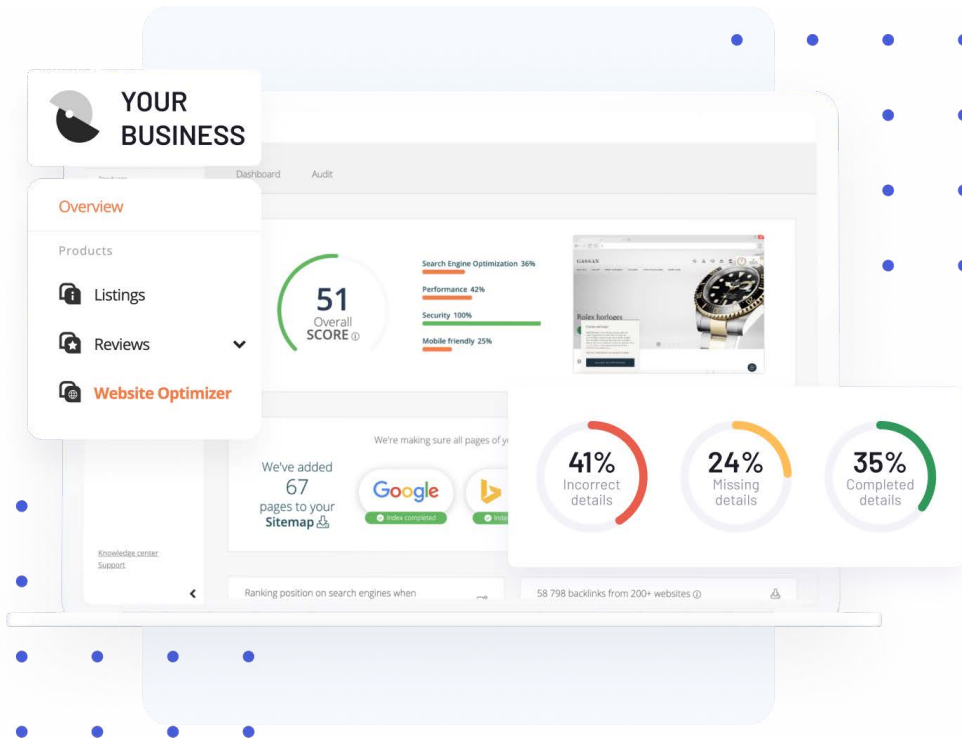
 Amsterdam  Minimum of 8 years' experience



In a world where 90 percent of customers find a business online, a strong and up-to-date online presence is vital. SO Connect builds and markets online visibility tools that enable local businesses to get found and chosen online. The VP of Sales of this fast-growing SaaS company plays a crucial role in growing and expanding the business internationally.



SO Connect



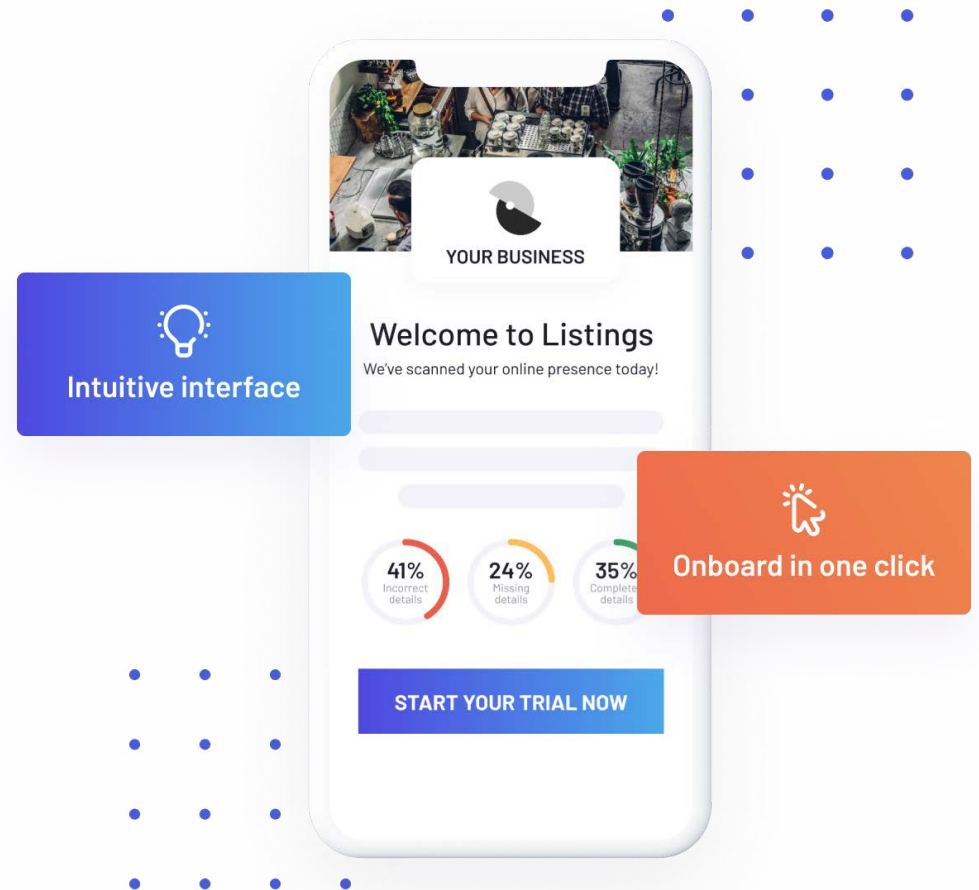
SO Connect builds and markets easy-to-use digital tools for local businesses to win online. Its tools allow local businesses to update and publish all their company information in one go on 50+ platforms such as Google Maps, Uber, Facebook, Waze, and Apple Maps. Businesses can manage all reviews from different sites in one place and can get new customer reviews within a few clicks. Complete and consistent information everywhere, a positive review score, and a better website undeniably lead to more phone calls, website traffic, and visits and, thus, business growth.

SO Connect provides these online visibility tools as a white-label solution for partners and resellers who have access to local business customers. Enabling them to bring an innovative product to market whilst increasing their customers' willingness to stick around and recurring revenue.

SO Connect strongly believes that bringing their products to market via partners and resellers will result in a more affordable product due to lower customer acquisitions cost, and gives the SMB customer the comfort of working with a supplier that they already trust and work with.

Endless opportunities in the market

In the two years of its existence, SO Connect has grown to over 50,000 paid subscribers in over thirty countries. They have streamlined their sales process and now only work with partners to resell their products. The formula and tools are a proven success. Now it's time to expand the business and capitalize on the endless opportunities. The envisaged growth requires an overhaul of the sales strategy and growth of the commercial organization. That's why SO Connect is hiring a new VP of Sales.



VP of Sales

The SaaS company works with over a hundred selected partners actively selling its tools. While that number could easily be multiplied, existing partnerships could also be enhanced. The VP of Sales drives the professionalization needed to take SO Connect's sales strategy to the next level. By growing the sales team and improving its performance, the VP of Sales commercially guides SO Connect to the next phase: scaling up.

Starting out with taking a deep dive into the company's current sales structures, the VP of Sales identifies tangible measures for improvement. The VP of Sales establishes the right structures, processes, and KPIs to set the team up for success. Coaching and expanding the energetic team of four Account Managers and two Business Development Representatives is key, as well as leading by example, to get the job done.

The sales team is responsible for sourcing and closing new resell partnerships with other B2B SaaS solutions providers, Telecoms, Payment and POS providers, Marketing agencies, and more.

Taking initiative and ownership

This is a highly hands-on, challenging role for a seasoned sales professional with experience in partner/channel sales. Someone who has already built and grown a partner channel in a software company in a startup or scale-up. As is common in those corners, taking ownership and initiative are essential traits for any employee, and particularly for the proactive VP of Sales. Being given all freedom to explore potential opportunities, the VP of Sales can truly have an impact on the future of SO Connect. ■



“We rely on the VP of Sales to successfully scale our commercial organization.”

Daan Donders, Founder and CEO

Interested? SO Connect works with Top of Minds to fill this vacancy. To express your interest, please contact Gijs Millaard at gijs.millaard@topofminds.com

