Sales Position – Profile/Job Description

Position Background and basic requirements:

Truth Technologies, Inc. (TTI) was founded in 1996 as a premier provider for anti-money laundering (AML)/know your customer (KYC) software solutions. One of the first companies of its kind and one of the pioneers of utilizing Software as a Service (SaaS) applications to assist customers around the globe. TTI is a relatively small company at the moment, but is growing quickly.

The bulk of TTI's customers are located in North America, the Caribbean, Europe and Central and South America, hence the advantage of speaking both English and Spanish; additional popular languages (such as Arabic, Chinese and Hindi) are considered a plus.

The position is located in Naples (FL). Although many meetings with clients are done virtually, having sales employees physically attend the main office is very important at TTI.

The successful candidate must have a passion for communicating with others over the phone, via email, over social media networks, or over video conferencing in any of the mastered languages. The candidate must be very comfortable speaking and presenting software over video conferencing. Communication with co-workers at TTI is also extremely essential. Some of the technical staff may not always be in the main office, so the candidate must be able to convey essential messages effectively even virtually.

The candidate must also be very well organized and be capable of interfacing with the company CRM (SalesForce) for which a training will be provided.

Experience with business-to-business sales is necessary, as the vast majority of TTI's customers are businesses. Candidate should be comfortable dealing with large organizations and small mom-and-pop stores.

The candidate will become very familiar with AML/KYC processes, so any relevant compliance or financial certifications, like CAMS, are considered a plus. Training will be provided.

Technical knowledge will be a necessary skill of the candidate, as the position requires the ability to schedule & host virtual meetings. The candidate must be able to demonstrate TTI's SaaS product over these virtual meetings and be able to explain some of the basic technical terms (such as batch uploading, APIs, and server management) to customers. The candidate will also be expected to have the ability to create visually appealing documents (such as price quotes, agreements, marketing materials) to be sent to customers.

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AML/KYC: through both in-house and external training, the ideal candidate will become conversant with the various markets of the AML/KYC regulations across the world, while also understanding the role and responsibilities of Compliance Officers.

The candidate will also be expected to provide the customer's & prospect's feedback to TTI's technical team to ensure that TTI's products, features, and offerings improve by including the needs and remarks collected during conversations between the candidate and prospects/customers.

The successful candidate will be able to generate their own leads for new business. They will frequently be calling or messaging new individuals for potential prospects. The candidate must be comfortable utilizing social media to contact leads. The candidate will frequently run their own marketing campaigns.

The candidate will be creative, have great initiative, and be able to think outside the box. Entering previously unexplored markets, generating brand-new business, obtaining valuable partnerships are expected tasks of the candidate.

Summary of Tasks & Activities

The tasks in this position are summarized as:
- Internal Sales:
    - email marketing campaigns, being responsible for the creation of the initial message and any responses to the campaign
    - individually targeted messages
    - social media marketing
    - responding to incoming requests from potential clients, then monitoring these requests
    - lead generation through use of social media, B2B contact lists, aforementioned email marketing campaigns, and other means
    - generation of prospects & new markets
    - outgoing calls to potential new leads, as well as current prospects
    - virtual meetings to demonstrate products and services
- Sales administration:
    - keep detailed notes on leads, activities, prospects, and customers by uploading to Salesforce CRM
    - sharing detailed, organized information or documents with other members of the team
    - following workflows, in both sales and documenting processes
    - participation in expos, webinars, and conferences