

API Sales Executive

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Company: Black Pen Recruitment

Location: Accra

Category: other-general

Our Client is the largest and only licensed on/off-ramp platform for stablecoins in Africa. They are dedicated to offering innovative solutions in the African stablecoins space. Our client is committed to making stablecoins accessible and understandable for everyone, providing their customers with secure and user-friendly platforms for their financial transactions.

Job Type Remote | Full-time

Requirements

At least 2 years proven experience as a Sales Executive or relevant role

Relevant tertiary qualification required

Experience selling APIs

Experience in SaaS sales, preferably enterprise software

Experience within FinTech/cryptocurrency industry preferred

Excellent knowledge of MS Office

Hands-on experience with CRM software is a plus

Thorough understanding of marketing and negotiating techniques

Fast learner and passion for sales

Self-motivated with a results-driven approach

Aptitude in delivering attractive presentations

Responsibilities:

Conduct market research to identify selling possibilities and evaluate customer needs

Actively seek out new sales opportunities through cold calling, networking and social media

Set up meetings with potential clients and listen to their wishes and concerns

Prepare and deliver appropriate presentations on products and services

Create frequent reviews and reports with sales and financial data

Ensure the availability of stock for sales and demonstrations

Participate on behalf of the company in exhibitions or conferences

Negotiate/close deals and handle complaints or objections

Collaborate with team members to achieve better results

Gather feedback from customers or prospects and share with internal teams

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