

SALES EXECUTIVE

Team	Retail Sales
Department	Distribution
Primary Reporting	Head of Sales & Education, Singapore
Secondary Reporting	Head of Distribution, ANZ
Reviewed	June 2016

Since launching in 1989, CMC Markets has become one of the world's leading online CFD and financial spreadbetting providers, with nearly 33 million trades executed annually across Europe, Asia Pacific and North America.

CMC Markets' success is founded on its ability to deliver a wide range of trading products to customers, from single equities to indices, currencies and commodities. This means our clients don't need to go to a forex broker, futures broker or a commodities broker to trade these different instruments, they can trade them all through one trading platform. CMC Markets has pioneered the development of online trading in markets around the world to become a world leading spread betting and CFD provider.

Reporting to the Head of Sales & Education, Singapore, the Sales Executive role is an integral part of the on-boarding of clients as you will be the first point of contact for prospects and new account holders. This position is highly targeted towards converting untraded accounts into trading accounts and converting potential leads in to new accounts. Working closely within the team to ensure relevant and accurate material is delivered to clients and prospects in seminars.

ROLE AND RESPONSIBILITIES

Key responsibilities:

- Become an integral part of the Sales team; responsible for driving sales acquisition, conversion of demo leads in to trading accounts and reactivation of dormant accounts
- Achieve and exceed assigned monthly targets
- Proactively manage, maintain and follow up on assigned client leads
- Provide excellent service and guide clients through their initial trading journey with CMC Markets
- Be a product and platform expert for prospective and existing clients to call on as they begin trading with CMC Markets
- Ensure all client application documentation complies with applicable regulatory and CMC Markets requirements
- Ensure once activated clients are handed over to on-going trading support (Customer Service or Premium Client teams as appropriate)
- Present a professional and positive image of the department and CMC Markets, as well as maintaining constructive relationships
- Educate prospective and existing clients about CMC Markets and CFD products through presentations and tutorials via telephone, face- to-face and seminar contact with clients
- Regularly update online and face-to-face seminar material to ensure it is in line with CMC Markets current offering and the current market conditions
- Work with education partners to deliver seminars to the benefit of CMC Markets, in doing so helping drive acquisition of new trading clients
- Keep abreast of global and economic news in order to contribute to regular market commentary to deliver CMC Markets PR strategy to the media; this will include written, TV and radio material
- Develop and promote a positive service culture within the division
- Monitor competitor activity and provide feedback to management

- Contribute to sales strategies, team efficiencies and develop and promote a positive service culture within the team
- Provide local advertising and marketing suggestions
- It may occasionally be necessary to work on bank holidays or weekends although time off is earned in lieu for this

KEY SKILLS AND EXPERIENCE

Essential:

- Bachelors' degree with a minimum 3 years' experience in derivative and financial sales
- Proven track record of building client relationships and developing new ones
- Highly numerate and strong attention to detail
- Excellent verbal and written communication skills in English and a preferred proficiency in Mandarin to provide support to both English and Mandarin speaking clients
- Excellent communication skills are highly essential
- Excellent relationship management and interpersonal skills
- Able to work in a pressurised and target driven environment
- Computer literate in Microsoft Office packages
- Positive disposition, highly energetic and motivated with a strong desire and drive to succeed
- Work to a consistently high standard
- Very well organised with good time management skills, able to take proactive action when necessary
- Strong analytical and problem solving skills
- Strong presentation skills in English and Mandarin for seminar delivery
- Possess lead management experience using CRM systems (Eg. Salesforce)
- Excellent telephone sales skills and experience (outbound sales calls)

Desirable:

- Degree in Finance/Business related disciplines
- CMFAS Modules 1B and 6A
- Adept at Technical Analysis for trading in products including equities, indices, forex and commodities
- Experience presenting in front of an audience

KEY OBJECTIVES/KPIS

- Monthly targets on trading accounts
 - Monthly targets on lead conversion
 - Minimum daily time on the phone
 - Deliver a minimum of 2 seminars per month (1 platform induction & 1 market related topic)
- Strong communication & relationship management skills

COMPETENCIES

- Team Work
- Customer Focus
- Resilience & Adaptability
- Problem Solving
- Results focused
- Strong people skill
- To build client relationship by interacting with and assisting clients at seminars

Special requirements:

Working hours as necessary, including weekend & evenings

Job Holder
Name: _____

Job Holder
Signature: _____

Manager
Name: _____

Manager
Signature: _____