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Company: Hilton

Location: Dubai

Category: sales-and-related

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At its most basic level, work in presales involves everything towards a sale up to – but not including – the closing deal. A presales consultant works with potential clients or customers to ensure they have a strong understanding of the services and/or products provided. So, presales consultants are typically employed by companies that are selling something for which a level of technical knowledge is required to get to grips with its uses and benefits. Accordingly, this role is sometimes referred to as a ‘technical presales consultant’.

Responsibilities:

delivering presentations and demonstrations to prospective and current clients

liaising with those developing products/services to gain an in-depth knowledge that you can relate to customers – and to let them in on user behavior and/or any potential changes clients would like

helping the sales team to reach targets

conducting research into the industry – including competitor research

encouraging clients to buy extras, upgrades etc

potentially considering new markets or clients to contact, based on your knowledge of both the products/services and their users.

Requirements:

leadership and communication skills

presentation skills

interest in and understanding of the industry – often a technology-related one

the ability to research and keep on top of industry developments

influencing and negotiation skills

aptitude for time management and organisation

problem-solving ability.

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