Velocity Technology Group

https://thevtg.com/job/senior-account-executive-london/

Senior Account Executive (London)

Hiring Organisation
Velocity Technology Group

Employment Type
Full-time

Job Location
United Kingdom

Date Posted
October 12, 2026

Open Questionnaire
APPLY NOW

Description

Velocity Technology Group is looking for an experienced Senior Account Executive to drive new business growth across our technology portfolio.

This is first and foremost a new business development role. We are looking for a proven hunter who is comfortable identifying target organisations, cold calling, engaging senior decision-makers and building opportunities from the ground up.

You will sell across Hardware, Cloud and Services, positioning VTG's capabilities against the technology and commercial requirements of prospective customers.

This is not a role for someone who wants to inherit and maintain an established book of accounts. You will be expected to create your own opportunities, build your own pipeline and win new customers.

We are looking for someone commercially ambitious, highly self-motivated and competitive, who thrives in a fast-moving, target-driven sales environment.

Responsibilities

- Generate new business through proactive prospecting, cold calling and targeted account development.
- Identify and engage appropriate corporate prospects with the potential to become long-term VTG customers.
- Build and maintain a strong, qualified new business pipeline.
- Engage confidently with senior decision-makers, influencers and technology stakeholders, both face-to-face and virtually.
- Understand prospective customers' business and technology requirements and position appropriate Hardware, Cloud and Services solutions.
- Develop clear account and opportunity strategies designed to move prospects through the sales cycle.
- Take ownership of opportunities from initial engagement and qualification through proposal, commercial negotiation and successful conclusion.
- Achieve agreed monthly, quarterly and annual sales and Gross Profit targets.
- Maximise the commercial opportunity within newly acquired accounts across VTG's portfolio of products and services.
- Work closely with suppliers, technology partners and internal teams to develop commercially competitive customer proposals.
- Negotiate effectively with customers and suppliers to achieve positive commercial outcomes.
- Maintain accurate and up-to-date CRM records covering prospecting activity, customer interactions, opportunities and pipeline.
- Provide accurate and timely pipeline reporting and forecasting.
- Maintain excellent levels of communication and service throughout the customer acquisition process.
- Remain commercially engaged through the quotation, order and solution-delivery process.
- Develop your technical and commercial knowledge through ongoing product, vendor and sales training.
- Represent Velocity Technology Group professionally and act as a strong

ambassador for the VTG brand.

Experience

- Proven experience in a **Senior Account Executive, Business Development or new business technology sales role**.
- A demonstrable track record of prospecting for and winning new corporate customers.
- Strong outbound prospecting skills and the confidence to **cold call and create opportunities from scratch**.
- Experience building and managing your own sales pipeline rather than relying predominantly on inbound opportunities.
- Experience selling B2B technology solutions, ideally across **Hardware, Cloud, Software and/or IT Services**.
- A good understanding of the Cloud and Services landscape, including Microsoft products and technologies.
- The credibility and confidence to engage senior IT, procurement, finance and business decision-makers.
- Strong opportunity qualification and sales strategy skills.
- Experience managing a sales process from initial prospecting through discovery, proposal, negotiation and close.
- Strong commercial awareness, including an understanding of margin, Gross Profit and profit and loss principles.
- Excellent negotiation and influencing skills.
- Excellent written and verbal communication skills.
- Strong CRM and pipeline-management discipline.
- The ability to operate effectively in a greenfield sales environment.
- The self-discipline and motivation to work independently and take ownership of results.
- Strong attention to detail and the ability to operate effectively in a fast-paced environment.
- High levels of energy, resilience and persistence.
- A solution-orientated and customer-focused approach.
- Strong business ethics and professional standards.
- A competitive and financially motivated mindset.

Skills

- **New business mentality** with the drive and persistence to create opportunities rather than wait for them.
- Strong prospecting and cold-calling skills.
- Excellent opportunity qualification skills.
- Confident and credible when engaging senior technology, procurement, finance and business stakeholders.
- Strong commercial awareness with a sound understanding of **margin, Gross Profit and profit and loss principles**.
- Good understanding of the Cloud and Services landscape, including Microsoft products and technologies.
- Strong negotiation, persuasion and influencing skills.
- Excellent written and verbal communication.

- Ability to translate technology capabilities into clear business value for customers.
- Strong relationship-building and interpersonal skills.
- Excellent organisation and attention to detail.
- Strong CRM and pipeline-management discipline.
- Self-motivated and capable of working independently.
- Comfortable operating in a fast-paced, target-driven environment.
- Resilient and persistent when developing greenfield opportunities.
- High energy, positive and enthusiastic.
- Solution-orientated and commercially minded.
- Competitive and financially motivated.
- High standards of professionalism and business ethics.

What We Offer

- Competitive basic salary.
- ***Aggressive commission structure.***
- Career progression opportunities.
- Ongoing sales and product training.
- **Modern sales and marketing technology stack.**
- **Flexible working arrangements.**
- Collaborative and ambitious team culture.

Ideal Candidate Profile

You are a confident and credible sales professional who enjoys opening doors and creating opportunities. You can hold meaningful conversations with senior executives, uncover business challenges, and generate interest without relying on hard-selling tactics.

Above all, we are looking for a hunter. You should enjoy the challenge of identifying an organisation we've never worked with, finding the right people, opening the conversation and turning that opportunity into a profitable, long-term VTG customer.

If you thrive on building relationships, creating opportunities and influencing business growth, we'd love to hear from you.

Apply today and help shape the next stage of our growth journey.