

Anatomy of a Job Posting

Job Title

Strategically selecting an industry-standard job title and relevant keywords throughout your posting will enhance visibility in search results. Avoid using internal terminology and creative titles.

Inside Sales Representative
WORKOPOLIS
Toronto, ON, CANADA
Sales and Business Development
Posted 4 Days Ago



Workopolis is currently hiring an **Inside Sales Representative (Account Manager)**, in your role you will drive sales growth through a focus on acquiring net new business. Your elevated sales instincts will initiate business conversations with organizations to understand recruitment business needs and identify strategic relationships with partners or potential clients. If you are a dynamic, high performing sales person who loves the thrill of the hunt, with a natural ability to attain new business, this is the opportunity for you!

Here's what you'll get to do:

- Maintain set productivity standards of outbound calling and deliver on proven sales / customer service program
- Identify and prospect opportunities through proactive outbound selling to both new customers and leads within your portfolio
- Develop and evaluate your portfolio business plan
- Cultivate relationships that ensure long-term customer retention and future sales opportunities
- Recommend and educate recruitment strategies to prospective clients on utilizing Workopolis' product suite in a consultative manner
- Consistently increase both years and the customer's awareness of products and services
- Maximize Share of Wallet (SOW) and profits within a prospecting account base
- Exceptional negotiation, communication, presentation and persuasion skills with a positive, professional attitude
- Keep up to date on market trends and new products
- Drive to individually compete (and win!) while still being a fantastic team player
- Provide detailed account information on both prospects and customers by using CRM tools and managing a sales pipeline for accurate forecasting of revenue

Here's what you bring to the table:

- A minimum of 2-3 years' experience in an inside sales role, preferably in advertising, technology, web, HR or online recruitment
- Strong track record for generating revenue, and achieving or exceeding quota expectations
- Strategic approach to selling into established as well as inactive accounts, ability to provide total client solutions, not just one product/service
- Highly developed skills in cold calling, probing, objection handling and closing
- Strong time management, follow-up and organizational skills
- Strong negotiation, facilitation and influencing skills
- Natural desire to stay informed in your market
- Networking ability to target key decision makers and an ability to engage with prospects and build rapport quickly
- Technically savvy, proficient in Microsoft office and CRM Software (NetSuite is an asset)
- Bilingual in French and English would be an asset

Our office is currently located at King West and Bathurst, but will be moving to a modern new space at 1 Yonge Street this year.

Workopolis will accommodate people with disabilities throughout the recruitment and selection process. Applicants are encouraged to make their needs known in advance if accommodation is required.

Apply Now

About Workopolis



At Workopolis, we do more than match people looking for jobs with companies looking for people looking for jobs. We help build futures, fulfill dreams and move Canadian business forward by connecting them with the talent they need. We move the recruitment industry in innovative directions and are responsible for moving the world of work. Not only do we love what we do, but we offer a competitive salary, incentive packages and a variety of perks you'd be hard pressed to find anywhere else. If this sounds like the kind of work that moves you, we'd love to have you on the team.

Visit the website

Share the posting to reach more candidates

Email to a friend, share on Facebook, post to Twitter, share on LinkedIn.

Branded Design Template (BDT)

Enhance your company branding by leveraging a BDT.

Additional Best Practices

- ✓ Think about the keywords that your ideal candidate might be searching for. The more of those terms in your job description the better.
- ✓ When using full sentences for the About Us and Position Summary sections, keep them within approx. 100 words, +15% for French.
- ✓ Differentiate between essential qualifications and "nice to have" skills.
- ✓ Include benefits and perks in your posting.

Be recognized as an employer of choice

Knowing what the company has to offer influences a job seekers decision to apply for or accept an offer.

Job Description

Write a compelling job posting and avoid using an internal description. Briefly describe the position overview for the role.

Make it easier for candidates to get the information they need. Summarize the responsibilities and qualifications needed for this position using easy-to-read bullet points.

Call to Action

Have a clear method of application for candidates to apply. Have fewest possible clicks to the posting for ATS.

Job Posting

Reach

Job Posting Optimization

Strategically selecting a standard job title and relevant keywords throughout your posting will enhance visibility.

Job Function

To increase your search visibility add up to three relevant job functions that best describe your opportunity.

Search Tendencies

- Workopolis drives unique visitors back to the site through a number of targeted channels (Google, ESDC, Social Platforms, Online Media)
- 39% of our candidate traffic comes from a mobile device
- 75% of job seekers said the look and feel of a job posting influenced their decision to apply to a job

Best practice tip #1: *Keep the job title specific. Avoid using internal terminology and acronyms.*

Best practice tip #2: *Get noticed first by using a Featured and Bolded job.*

Best practice tip #3: *Workopolis postings are syndicated to the Government of Canada Job Bank. Job titles are mapped in accordance to the NOC (National Occupational Classification). If you want to ensure your job posting is published on the Job Bank at no extra cost please use a job title that is included in the NOC list found [here](#).)*

Engage



Employer Value Proposition

Entice candidates to apply to your job by highlighting what you have to offer as an employer. The more a company can demonstrate what they offer versus other companies, the higher probability they will have in attracting top talent.

Work environment, opportunities for advancement, work/life balance, location and compensation are some reasons candidates accept a job.

Include any rewards, bonuses or extras as 65% of candidates say they matter and make them more likely to apply for a job.

Check out the [Workopolis Research](#) to read all the latest research.

Measure

Job Posting Performance

Understanding key candidate behavior allows you to improve the conversion rate of your jobs and attract more candidates.

Searched: Number of times your job posting appeared on Search Results pages.

Viewed: Number of times a candidate viewed your job posting.

Clicked to Apply: Number of times a candidate clicked on a link on your job posting to begin the application process. The link can be in the form of a button, URL, hyperlinked text or email.

Ratio of Searched leading to Viewed: A higher percentage typically means that job upgrades, job title, location, or company name are appealing to candidates.

Ratio of Viewed leading to Clicked to Apply: A higher percentage likely means that your job posting and company branding is compelling to candidates.