



Urban League of Broward County
dba Impactful, Inc.
Job Vacancy Posting

Title: Sales Executive
Reports to: VP Program Impact
Business Division: Impactful, Inc.
Creation Date: July 2026

Purpose of Position

The **Sales Executive** is responsible for accelerating Impactful's revenue growth by leading new customer acquisitions, managing the sales pipeline, and driving disciplined sales execution. This individual serves as the primary closer for the organization while partnering with the Business Development Representative to generate qualified opportunities and collaborating with the Customer Success Manager to ensure long-term customer success and expansion.

This is a hands-on sales leadership position. The successful candidate will personally close business, coach the sales team, refine sales processes, establish accountability, and create predictable revenue growth. Success will be measured by new customer acquisition, Annual Recurring Revenue (ARR), Monthly Recurring Revenue (MRR), pipeline conversion, and customer onboarding success and retention.

CORE DUTIES and RESPONSIBILITIES (Abbreviated):

Revenue Generation

- Own and achieve quarterly and annual revenue targets.
- Personally manage and close sales opportunities.
- Lead product demonstrations, proposal presentations, and contract negotiations.
- Support discovery presentations with the sales team and provide product feature feedback
- Develop strategies to accelerate opportunities through the sales pipeline.
- Overcome customer objections and shorten sales cycles.
- Maintain an accurate sales record and pipeline using HubSpot as the primary CRM

Sales Leadership

- Lead and coach the Business Development Representative.
- Develop prospecting strategies and outbound sales campaigns.
- Establish weekly activity goals including outreach, meetings, demonstrations, proposals, and closed business.
- Create a sales operating discipline with pipeline reviews and performance accountability.

Customer Success Partnership

- Partner with the Customer Success Manager to ensure smooth implementation and customer onboarding.
- Develop expansion and cross-selling opportunities as product and company grows
- Supports customer health, renewals, and retention.
- Ensure customer feedback informs product improvements.
- Sales Strategy & Market Development
- Identify new market opportunities and strategic partnerships.
- Support the refinement of messaging based on customer feedback and competitive positioning.
- Represent Impactful at conferences, demonstrations, and industry events, as directed.
- Collaborate with marketing to improve lead generation and campaign effectiveness.

KEY PERFORMANCE INDICATORS (KPIs)

- The position will be evaluated on:
- New Annual Recurring Revenue (ARR)
- Monthly Recurring Revenue (MRR) growth

- Number of new customers acquired against goal
- Sales pipeline value
- Proposal-to-close conversion rate
- Average sales cycle length
- Average contract value
- Customer retention rate
- Sales forecast accuracy

QUALIFICATIONS

- Five or more years of successful SaaS sales experience.
- Demonstrated experience consistently exceeding sales quotas.
- Experience leading sales teams and managing CRM platforms such as HubSpot.
- Excellent presentation, negotiation, and relationship-building skills.
- Experience selling software to nonprofits, workforce development organizations, government agencies, education, healthcare, or human services organizations is highly desirable.

IDEAL CANDIDATE PROFILE

The successful candidate is highly competitive, disciplined, and driven by results. They enjoy prospecting, thrive on building relationships, and are energized by closing business. They possess strong business acumen, communicate effectively with executive decision-makers, and have the resilience to manage long sales cycles while maintaining momentum.

This individual embraces accountability, leads by example, and builds a culture where activity, urgency, and execution drive growth.

COMPENSATION

Base salary plus performance-based incentive compensation tied to revenue growth and achievement of sales targets.

OTHER

Must be able to pass a level two criminal background check and drug screening.

Submit Resume and Cover Letter to:
hiring@ulbcfl.org

THE URBAN LEAGUE OF BROWARD COUNTY IS AN EQUAL OPPORTUNITY EMPLOYER