

Job Specification

Position: Business Development Executive

Location: Amersham, Office based

“Business by Phone”

‘Business by Phone’ is a dynamic division of Performative plc and provides business development services, ultimately producing well qualified opportunities throughout our customer base. This service helps our Customers to reduce their cost of sale by ensure that members of their sales team are bidding for the right opportunities at the right time. Using our unique methodology, supported by the intelligent use of information, we provide knowledge that supports sales people in pursuing an opportunity to a successful close. The end result for our Customers is better qualified opportunities and a better return on their selling investment.

Following the successful launch of this service to our existing customers the company is currently going through a period of rapid growth. As a result, we are now looking for hardworking, self motivated sales & marketing professionals who would like the opportunity to join a professional fast-growing organisation.

The Role

Involves working on Business Development Programmes for ourselves and our Customers through the effective use of the telephone with the ultimate aim of qualifying, identifying and generating well qualified opportunities for their sales teams. The ability to gather information through various means and use this information quickly and effectively to deliver propositions at various levels within target companies is an important requirement for the role. The role requires a certain amount of business acumen, or at least a basic understanding of how business operates, as well as experience in sales and marketing.

Skills & Experience Required

Our success depends on delivering high quality opportunities to our customers, and gathering a range of information that adds value to the programmes that we deliver to our Customers and a higher return on their investment.

Core tasks will include:

- Carrying out in-depth research and qualifying target accounts using the telephone and other resources, such as the Internet, as required
- Identifying issues and needs in target companies and generating qualified opportunities
- Delivering multiple propositions up to board level
- Gathering and collating information
- Working on a wide variety of Customer and lead generation projects

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Essential:

- Minimum 2 years sales & marketing experience with a good understanding of the full sales & marketing process
- Excellent telephone manner with the ability to create rapport and strong relationships via the telephone
- Able to demonstrate an awareness of the structure, functions and business environments within an organisation.
- Must be commercially aware with a proactive and delivery focused attitude
- Bright, outgoing with a confident and assertive approach
- An excellent influencer with developed persuasive skills and a demonstrable track record of negotiation
- Creative and innovative approach to problem solving
- Ability to consistently apply office working practices
- Ability to use basic computer-based office applications such as Microsoft Word and Excel.

Desirable:

- Commercial experience gained in the IT, Recruitment, Telecoms or Professional Services sectors
- Experience in preparing and presenting business cases, both orally and in writing.
- Experience of using Contact Management systems
- Familiar with Business Process Improvement and Marketing techniques, in addition to Quality Management methodology.