**New Business Development Representative**

**Reporting into:** Chief Revenue Officer

**Based**: Reading, Berkshire

We are looking for a highly motivated and talented New Business Development Representative to join our growing business.

You will be responsible for generating new opportunities for the business, qualifying leads, profiling and developing prospects to a point where they are sales-ready.

Think you are up for the challenge?

**Key Responsibilities**

As a New Business Development Representative , you are responsible for proactive outbound prospecting and lead management, for triaging and qualifying inbound leads, as well as supporting field sales when they are out of the office. Your contribution will have a direct impact on the company’s success, by adding qualified prospects into the sales pipeline.

This role acts as a layer between marketing and sales - handling all first contact with new prospects and building relationships up to a point when they are sales-ready. You’ll take a lead from a marketing campaign – or generate your own, qualify the lead through opportunity discovery, set appointments and/or calls with a field Sales Executive.

* Generate opportunities and appointments by means of proactive outbound prospecting and lead activity management, in an effort to qualify and market our solutions to potential customers.
* Work directly with marketing to discover opportunities from leads and set appointments.
* Use of strong selling and influencing skills to set-up qualified opportunities / appointments.
* Log, track and maintains customer contact and contact records.
* Work closely with field Sales, helping them move the opportunity along the sales cycle.
* Represent Workbooks at trade shows / events.

You will spend much of his/her time on the phone. This role requires confident and professional engagement with prospects and a professional demeanor of customer service. There is much emphasis on accountability, with regular scrutiny of activities, sales pipeline and forecast.

Workbooks’ employees enjoy a great deal of management support and guidance, as well as benefiting from periodic external training.

Success in this role will bring greater earnings and career progression.

**Skills & Experience**

The successful candidate will be:

* Clearly spoken, articulate, numerate and presentable
* Able to interact and communicate with individuals at all levels of the organisation
* Strong in-person, phone and written customer communication skills; strong ability to engage audience over the phone. Build rapport and gather information
* Able to prioritise work assignments and shift work efforts based on the needs of the department or business goals
* Able to manage time effectively, work independently and be self-motivated
* Driven, ambitious and tenacious
* Expected to take responsibility for their success
* Educated (preferably to degree level)
* Computer literate
* Experienced in a technology sales environment (preferred)
* Business applications knowledge, especially CRM would be a distinct advantage

As part of the recruitment process, candidates will be expected to make a sales presentation and should be able to explain clear and credible motives for wanting this role.

**About Workbooks**

Headquartered at Reading, United Kingdom, Workbooks is one of the UK’s fastest growing provider of cloud-based CRM, Marketing Automation and Business Applications. Workbooks won Best Sales CRM Product of the year in 2016 and 2017.

We value our customers and our aim is to make them more successful, which is reflected in everything we do.

Our culture is one of co-operation, creativity and commitment. We’re also very friendly and sociable - we’ve been known to have movie nights, company outings and plenty of cakes!

So in a nutshell, we win awards, we have fun, we innovate, we are shaking up the CRM market and our mission is to make our customers and our team more successful!

Why not join us?

Apply with your CV and cover letter to [hr@workbooks.com](mailto:hr@workbooks.com)