

New Business Development Representative

Reporting into: Chief Marketing Officer

Based: Reading, Berkshire

Pay: Dependent on experience

Key Responsibilities

A New Business Development Representative is 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. This position will have a direct impact on our 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 clients and building relationships through marketing activity – events, campaigns, email, etc. The goal of a New Business Development Representative is to take a lead from a marketing campaign, qualify the lead through opportunity discovery, set appointments with a field Sales Executive, and follow through until a quote is delivered.

- 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.
- Attend sales meetings, training etc.
- Represent Workbooks at trade shows / events.

The successful candidate will spend much of his/her time on the phone. This role requires confident and professional engagement with customers/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
- 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.