

Business Development Executive

Job description

Summary

To provide support to the Sales and Marketing department within EasyBuild, responsible for lead generation and managing the front-end process of all new prospects looking to introduce EasyBuild software into their business.

The role is to ensure that he/she supports the Sales Manager and the sales team in delivering the key sales engagement process for managing all new prospects. Representing EasyBuild through the initial dialogue either from email enquiries, telephone calls, and following up campaigns.

The key areas of responsibility for the Business Development Executive is;

- Lead Generation
- Data Management

Principal Responsibilities

Key Responsibilities

- To generate and qualify all new sales enquiries by making outbound phone calls and dealing with inbound phone, email, or website enquiries.
- To build effective relationships with new and prospective customers, managing them during the qualification process until appropriate to book an appointment
- To work with the Sales Team to implement and deliver campaigns and then follow up these campaigns to generate new business leads
- To make good use of social media to promote awareness and interest in our products and to generate new business opportunities
- To develop a good understanding of the target market and potential pain points, in order to demonstrate knowledge to prospects
- To participate in regular meetings to provide latest information to Sales Manager regarding new prospects and opportunities

- To co-ordinate and attend events during the year as and when requested by the Sales Manager
- To update CRM with all key customer and new prospect information accurately relating to any opportunity
- To ensure that the website is online each morning and respond to online chat enquiries

Data Management

- To maintain and update records in CRM accurately in accordance with requirements from the Sales Team and GDPR
- To carry out data cleansing activities to provide accurate information and support for Marketing Campaigns
- To carry out segmentation of data from CRM to provide accurate information which will support the Marketing Campaigns and Phone Follow Up

Skills, Experience and Qualifications

Essential Skills

- Proficiency in Microsoft Office applications, including Outlook, Word, Excel and PowerPoint
- Excellent knowledge of using social media tools, such as Twitter, LinkedIn etc to generate business opportunities
- Excellent written and verbal communication skills
- Degree level, diploma or equivalent education preferred
- Good time management, highly accurate with good attention to detail.

Desirable

- Previous telesales or telemarketing experience would be an advantage
- Previous experience of Salesforce would be an advantage
- Exposure to financial accounting software systems and/or Business Development experience

Competencies

- Excellent written and verbal communication skills
- Excellent planning and organisational skills, with excellent time management and ability to work under pressure
- Excellent communication and interpersonal skills, with an excellent telephone manner

- Articulate, focused and demonstrates a highly driven and a positive approach to work

Reporting

Department: Sales & Marketing

Location: Head Office

Reports to: Sales Manager

Responsible for: Sales lead generation