

## Job Description

<b>Job title</b>	<i>Business Development Executive</i>
<b>Team</b>	<i>New Business, Lead Generation</i>
<b>No of levels/ listing of levels</b>	<i>Standard, Senior &amp; Principal</i>
<b>Created by</b>	<i>Tracy Davies</i>
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<b>Position Level</b>	<b>Standard</b>
<b>Reports to</b>	<i>Head of Sales</i>
<b>No of direct reports</b>	<i>N/A</i>

### Position Mission:

- The Business Development Executive will be a key member of not only the Lead Generation team but the Sales function of the business.
- Working in line with Corporate strategies & objectives, the main aim of the role is to provide the business with well qualified leads through research & telemarketing.
- The role requires the individual to intelligently research organisations by geography, industry type and size, identifying opportunities and key contacts for each product type.

### Essential Functions Accountabilities:

- Research potential leads and opportunities for prospective clients by sector, geographical area and industry type, building up your own portfolio and providing the team with leads/opportunities.
- To make outbound telephone calls to prospective clients.
- To take incoming telephone calls requesting information, literature and demonstrations.
- To be able to position our core offering.
- Time Management – use of weekplans.
- To meet agreed targets and objectives in level of research carried out and booking meetings with prospective organisations.
- To play a part in team projects and to effectively manage individual projects.
- Be able to explain all our solutions in detail and position accordingly in relation to an organisations requirements, whilst explaining key features & benefits.
- Be able to explain and position partner product offerings.
- Be able to give brief high level demonstrations on the core product range.
- Play a part in team projects and will effectively create and manage your individual projects.
- Be able to effectively manage diaries and the time of the Sales Managers.

### Experience, Skills and Attributes

Description	Essential/ Desirable?	Trainable?
Basic written Communication.	Essential	No
Excellent phone manner.	Essential	No
Understanding of the HR function (structure, key roles & responsibilities, etc.).	Essential	Yes
Resourceful.	Essential	No
Agile.	Essential	No
Team Player.	Essential	No
Good knowledge of Computers In Personnel solutions.	Essential	Yes
Able to deal with difficult people, establishing and retaining a good rapport.	Essential	No
A hard working and resilient personality looking for a challenge.	Essential	No
PC Literacy.	Essential	No
Ability to research organisations by sector, location, product type, etc. whilst gaining key contacts.	Essential	Yes
Experience with Microsoft products (Word, Excel, MindManager, and Powerpoint).	Essential	Yes
Experience in other IT Systems (for example, Clientele).	Desirable	Yes
Questioning and probing.	Desirable	Yes
Good objection handling skills.	Desirable	Yes
General business background with the ability to understand and identify where our solutions may fit.	Desirable	Yes
Previous sales & telemarketing experience.	Desirable	No
Interpersonal sensitivity and empathy with prospective clients and colleagues.	Desirable	No
Ability to 'think outside of the box'.	Desirable	No
A logical thinker with sound judgement and understanding of basic business needs & requirements.	Desirable	No
Good knowledge of Computers In Personnel solutions – with the ability to position in relation to an organisations' requirements.	Essential	Yes
Ability to carry out research on different business types and to retrieve contact details of key personnel within an organisation.	Essential	Yes

Good time management skills for yourself and the ability to coordinate with the rest of the team.	Essential	No

<b>Position Level</b>	<b>Senior</b>
<b>Reports to</b>	<i>Head of Sales</i>
<b>No of direct reports</b>	<i>N/A</i>

**Position Mission:**

- The Senior Internal Sales Consultant will be a key member of not only the Lead Generation team but the Sales function of the business.
- Working in line with Corporate strategies & objectives, the main aim of the role is to provide the business with well qualified leads through telemarketing.
- The role requires the individual to intelligently research organisations and different business sectors, identifying opportunities and key contacts in relation to economic and industry trends.

**Essential Functions Accountabilities:**

In addition to the Standard Business Development Executive, the Senior will;

- Reporting to the Head of New Business Sales, the Senior Business Development Executive is responsible for providing the business with Management Information, identifying key trends and highlighting the performance of the team.
- Working with Senior management, you are required to take a proactive approach in creating and managing a range of campaigns/projects in line with Corporate strategies & objectives.
- This role will from time to time include mentoring and coaching members of the Lead Generation team.
- Have an in-depth knowledge of the entire core product range with possibility of specialist 'guru' status in certain modules.
- Have a good understanding of all partner products, with ability to demonstrate at least one of these.
- Have the ability to provide in-depth and detailed demonstrations on all core products with the ability to provide demonstrations on at least one partner product.
- Have the ability to carry out detailed questioning techniques with prospects, which enable the understanding of high level business issues and strategic direction of the prospect.
- Have excellent objection handling skills, with the ability to generate high quality leads.
- Be able to reactively plan projects and campaigns for yourself and the team in reflection of previous areas of success and failure and current business/industry trends.
- Act as a mentor for juniors, managing them through their induction programme. In addition, to provide guidance and coaching to standard members of the team.
- Demonstrate effective personal time management skills, setting example for others. In addition to this, the Senior member should be able to effectively plan projects for the individual and the team.

- Manage and monitor the development and use of product sales pitches inline with corporate messaging.

#### Experience, Skills and Attributes (in addition to Standard role)

Description	Essential/ Desirable?	Trainable?
Excellent time management and organisational skills.	Essential	No
An indepth understanding of the HR function.	Essential	Yes
High business aptitude with an indepth understanding of business needs and requirements.	Essential	No
Previous sales & telemarketing experience.	Essential	No
Indepth understanding of all CIP solutions, partner solutions and each function of the business.	Essential	Yes
Interpersonal sensitivity and empathy with prospective clients and colleagues.	Essential	No
Excellent questioning objection handling skills	Essential	Yes
Good presentation skills (both with online demonstration and face to face meetings).	Essential	Yes
A hard working and resilient personality looking for a challenge and to continually improve systems and processes, whilst setting an example for other members of the team.	Essential	No

<b>Position Level</b>	<b>Principal</b>
<b>Reports to</b>	<i>Head of Sales</i>
<b>No of direct reports</b>	<i>N/A</i>

#### Position Mission:

- The Principal Internal Sales Consulant will be a key member of not only the Lead Generation team but the Sales function of the business.
- Working in line with Corporate strategies & objectives, the main aim of the role is to drive and manage the Lead Generation team ensuring it provides the business with well qualified leads through telemarketing.
- The Principal member of the team is also required to analyse Management Information on the New Business Sales Team identifying areas for improvement and the most effective methods for exceeding team targets & objectives.
- The role requires the individual to intelligently research organisations and different business sectors, identifying opportunities and key contacts in relation to economic and industry trends.
- The Principal member of the team will also create and manage a variety of projects in line with business & economic trends and internal Corporate strategies & objectives.

**Essential Functions Accountabilities:**

In addition to the Standard and Senior Business Development Executive, the Principal will;

- Reporting to the Head of New Business Sales, the Principal Business Development Executive is responsible for analysing Management Information, identifying key trends, highlighting the performance of the team, whilst making SMART/strategic decisions on its direction.
- The Principal will be responsible for the implementation of the corporate strategy within the Lead Generation function.
- The Principal will be responsible for implementing the strategy of the New Business Team within Lead Generation, under the instructions of the Head of New Business Sales.
- Working with Senior management, you are required to take a proactive approach in creating and managing a range of campaigns/projects in line with Corporate strategies & objectives.
- Ensure the team has the tools it needs to operate in the most effective manner (ie developing a guidance sales pitch for each product/campaign outlining possible objections and how to overcome these).
- The Principal member of the team will have an indepth knowledge of the entire product range and will be the master of questioning techniques and objection handling, passing these skills onto the rest of the team. This also includes a high level understanding of the technical background of each product.
- The Principal must be able to give detailed demonstrations on all CIP solutions and to occasionally conduct meetings with prospective clients.
- This role involves the day to day coordination of all members of the Lead Generation team, including coaching and mentoring members of staff where appropriate, identifying development needs and setting targets.
- Support the Senior member of the team in all activities.
- Contribute and support the management of the department wide business processes and quality procedures.
- To be able to create a high impact sales pitch for each of the products, which is embedded with Corporate messaging and inline with Corporate strategies/objectives.

**Experience, Skills and Attributes (in addition to Senior Role)**

Description	Essential/Desirable?	Trainable?
Good leadership skills.	Essential	No
Excellent time management and organisational skills.	Essential	No
Good analytical skills.	Essential	No
Advanced presentation skills.	Essential	Yes
Experience of selling into, or working directly in the HR Sector.	Desirable	No
Management Skills – managing, coaching and leadership.	Desirable	Yes
Commercial and contractual negotiation skills.	Desirable	Yes