



Junior Business Development Executive

Rainton Bridge Business Park, North East, UK

Purpose

This is a development role where you will ultimately manage and develop your own sales pipeline.

Initially you will be first point of contact for inbound enquiries, qualify leads for the sales team and run our successful trial process focusing on improving the conversions.

Accountabilities

- Making calls into organisations to build and manage lead development pipeline
- Book face to face meetings for field sales team to fulfil
- Prospect into multiple organizations via cold-calling, networking, e-mail/e-marketing, and utilizing Internet information sources
- Articulate the Company's value proposition to decision-makers across multiple industries to assess buying interest. Promote software solutions with various management levels and professionals across technical and business disciplines
- Achieve or exceed goals of booked meetings on a monthly basis
- Qualify all sales leads based upon specific lead qualification criteria definitions
- Provide baseline research within targeted accounts to identify key contacts and critical account information prior to prospecting call
- Develop superior customer service relationship with prospects
- Become a champion on the WorkCast's product, focussing on the values and benefits of the service along with the technicalities behind it, to successfully introduce and close potentially complex sales.
- Continuously and proactively maintain a strong awareness of the virtual events industry (developments, competing products and competitor organisations), using this to become a reputable leading knowledge expert within a growing industry.
- Provide weekly activity report to management
- Provide monthly trial process data for review
- Social Media Monitoring: Engaging with social media platforms, creating alerts on keywords, researching topics and sharing information with individuals responsible for producing the content and responses

WorkCast

SUPERIOR ONLINE EVENTS

Requirements:

- 2+ years business experience
- Proven ability to learn
- Sound understanding of, or background in, technology
- Experience working to tight deadlines and under pressure
- Able to easily build new client relations in a professional environment
- Excellent communication skills in writing, speaking, listening and cold-calling
- Able to work independently in an entrepreneurial, start-up environment
- Solid understanding of social media tools and vehicles including Linked In, Twitter, Blogs and monitoring tools.

Person Specification:

- A self-motivated, proactive individual who is comfortable working to targets.
- Confident selling complex solutions and services within technology.
- Holds excellent and confident interpersonal and presentation skills with the ability to portray a strong professional image.
- Has strong but subtle negotiation skills with a consultative approach
- Comfortable and confident in both a sales and account management environment
- Holds a strong team ethic with the ability to collaborate with a diverse range of people
- Team Player

If you are interested please drop us an introductory email, with your CV, to mike.bowman@workcast.com