

Business development executive role description



Our business development executives work in the B2B market with responsibility to make qualified appointments for our sales executives who sell our suite of communication and IT products and services. Business development executives manage around 1200 businesses and are responsible for building rapport with key decision makers within those businesses so that when the time is right they are able to make appointments that lead to sales.

They manage their day and sales activity via a CRM system which holds company information and historic conversations. To ensure they are successful in attaining their goals they use traditional telemarketing supported by extensive social/digital media messaging created by our in-house marketing department.

KPI's in the role are:

- Positive appointments made against target (20 Apps per month)
- Average daily talk time over the month (2.5-3hrs per day)
- Average daily calls completed
- Dropped call errors
- Pending call and timing errors
- CRM key information fields completed
- LinkedIn growth

Positive appointments meet the following criteria

- Customer is not in a committed contract
- The meeting is with the correct person
- The customer has a genuine need that can be met by our products and services
- Now is the right time to engage
- They have a realistic budget

Typically, our business development executives deal with C-level executives, business owners and practice managers - the length of engagement will depend upon existing contract commitments and technology refresh cycles for the individual companies.

Our business development executives understand the commercial benefits our products and services but do not need to understand how the technology works, and they are experts at identifying customer needs and creating desire for a consultation with our sales team.

They develop customer relationships by establishing rapport and building trust and confidence in their own and our organisation's capabilities through sustained interaction and timely conversations.

Successful business development executives can progress within the team either to a senior role or develop as a specialist in a particular vertical, they may also use the position to launch a career within other departments.

To apply please send your CV to Colin Woods (Colin.Woods@swcomms.co.uk)