

JOB DESCRIPTION

JOB TITLE: Business Development Executive

RESPONSIBLE TO: Business Development Manager

PURPOSE OF JOB:

To source potential new customers and opportunities for our products and to book well qualified meetings for the field sales representative to attend.

To actively build and develop relationships with new and existing customers and to provide additional support for customers as required.

Location: Office based

New Business Revenue and Appointment Generation

- To source potential new customers using a number of sources including internet, trade journals, in-house data-base and external lead generation data base
- To contact companies to establish needs, determine decision maker and present how WCCTV's products and services can support the customers' needs
- To make qualified appointments with the appropriate contacts in organisations
- Collate and communicate information gathered during the sales telephone call to the respective field sales person and input onto the company in-house system
- To be aware of and develop commercial opportunities for the company at all times.
- Generate calls in excess of 60+ per day.

Sales Planning

- In conjunction with the line manager plan and deliver the monthly activity and targets
- Plan daily, weekly and monthly tasks to ensure selling time is maximised and activity and revenue targets achieved
- To actively build and develop relationships with new and existing customers.

Sales Administration

- To ensure that all business is negotiated on the best possible commercial terms
- To complete the administration of the sales function and processes including updating the customer data base
- Provide feedback from customers regarding competitors or feedback on our product offering to the line manager/national sales manager.

Customer First

- To provide additional support for customers as required, for example incoming sales calls, technical support and customer services depending on office staffing levels
- To pass on leads to other sales offices/sales teams as appropriate



- Any additional duties within the level of competence as requested by the managers or directors of the company

Quality

- To ensure that all procedures are adhered to as stipulated in the WCCTV Quality Procedures and Quality Policy in accordance with the ISO 9001:2015 standard.

Any other duties within the level of competence as requested by the Directors or Senior Management of the Company.

Post Holder : **Date :**

Manager : **Date :**