



## **Job Description**

### **Business Development Executive**

**Exeter, EX1 1QR**

**Permanent Contract**

**£18,000 - £22,000 per annum + commission**

### **The Role**

As a Business Development Executive, you will act as the liaison between our clients and their prospects and customers. Your role will be to seek new business opportunities by contacting and developing relationships with potential customers over the phone.

Yes, you will be selling. Yes, you will need to make cold calls. And no, it's not easy. But you'll be valued, challenged, rewarded and you'll have fun in this fast-paced environment.

To be successful in this role, it would help if you have previous experience developing leads from sales and marketing campaigns and meeting sales quotas. However, full training is provided for the right candidate, so experience is not essential. You will use your communication skills to cultivate strong relationships with customers, from first contact until you close the deal / book the appointment. You will need to be motivated, resilient, results-driven, and enjoy working in a team.

Ultimately, you will boost sales and contribute to both our business' and our clients' long-term business growth.

### **Responsibilities**

- Qualify leads (primarily businesses) from marketing campaigns / data lists as sales opportunities
- Contact potential clients through cold calls, follow up calls and emails
- Present varying products and services to potential clients
- Identify client needs and suggest appropriate products/services
- Build long-term trusting relationships with clients
- Proactively seek new business opportunities in the market
- Set up meetings or calls between (prospective) customers and our clients
- Report to the Team Leader (weekly/monthly/quarterly)
- Effectively manage own time
- The above list is not an exhaustive list of duties and you may be expected to undertake other tasks when required, in line with business objectives.

### **Requirements**

- Proven work experience in sales or Account Management within a B2B role, either as a Business Development Representative, Sales Account Executive or similar role
- Hands-on experience with multiple sales techniques (including cold calls)
- Proven track record of achieving sales quotas
- Competency using Computers and Microsoft products (Outlook, Word, Excel etc.)
- Experience with a CRM software
- Understanding of sales performance metrics
- Excellent communication and negotiation skills
- Ability to deliver engaging presentations
- A positive and optimistic outlook

#### **How will success be judged?**

- Consistently hit targets across campaigns that are being worked upon
- Strategic thinking, resulting in proactively suggesting improvements that can be made to campaigns (scripts / emails / data etc...)
- A will to understand more about Air Marketing Group
- To always be professional in the workplace and follow the company values
- To think strategically when meeting with clients but also critically when working
- To be able to take on constructive feedback and action changes accordingly
- Actively look to support colleagues and add value to their expertise where applicable
- Support the Leadership team where necessary

#### **Business Development Executive Benefits:**

- Competitive salary plus commission
- Continuous development support
- Social office environment with regular paid company social events
- Work from Home days
- Monthly and quarterly team and individual incentives
- Regular 121's
- Weekly Company catch up
- Healthy working environment with refreshments provided
- Weekly fruit delivery
- Monthly company lunch
- Wellness program

To apply, please send your CV along with a covering letter to [Samanthab@air-marketing.co.uk](mailto:Samanthab@air-marketing.co.uk)