



## Job Description

### **New Business Manager**

**Exeter, EX1 1QR**

**Permanent Contract**

**Salary: £25k - £30k + Commission (OTE £40k+)**

**Reports to: Head of Sales**

**Liases with:** Head of Sales, Account Managers, Sales Team Manager, Marketing, Operations, Other NBMs, Business Support.

### **Role overview**

The New Business Manager (NBM) will use outbound dialling, networking, targeted emailing, referral marketing and social selling to self-generate leads and sales of Air Marketing's campaigns. You will be given an annual sales revenue target.

You will also be required to respond to a share of the inbound leads and enquiries, generated by the company's own marketing activities.

You will attend face to face sales meetings nationally, as necessary, as well as close opportunities over the phone.

You will be a 'face' of the Company and will represent the Company in a professional manner, in line with the Company's values, leaving every potential customer with a positive impression of Air, regardless of the outcome of the conversation. You will create a positive personal brand in the market and will seek every opportunity to grow the company's client base, reputation and opportunities for growth.

### **Responsibilities**

- Outbound business development activities to generate your own sales leads
- Attend sales meetings across the UK, as necessary
- Present to prospects
- Handle inbound enquiries, making them a priority at all times
- Write proposals for sales opportunities and follow up proposals effectively to gain decisions
- Facilitate the issuing of and any negotiation around the Campaign Agreement and ensure agreements are signed
- Maintain a healthy sales pipeline at all times
- Facilitate a smooth handover to Account Manager & Director both leading up to and during Strategy call and setup process
- Attend relevant networking events, trade shows, expos and events

- Engage in relevant social media channels
- Liaise with and support our marketing team in relation to campaigns that support our sales objectives
- Manage a travel and expenses budget
- Use and accurately update the companies CRM system (Active Campaign) and any other reports required, such as the Sales Conversion report
- Attend meetings with current or dormant clients (as instructed by the MD or Head of Sales) to seek upsell and reactivation opportunities

The above is not an exhaustive list of duties and you may be expected to undertake other tasks when required, in line with business objectives.

### **KPIs**

The NBMs performance will be measured at a transactional level by tracking the following metrics:

- Leads generated/handled per month
- Proposals issued per month
- Value of Pipeline at proposals issued stage
- Value of pipeline at advanced negotiations stages/verbal agreement

### **Targets**

The NBM will be responsible for generating new business by selling campaigns. Revenue accredited to the NBM is for a client's first 12 weeks of campaign, plus any applicable setup fees.

### **Requirements:**

- Proven work experience, for at least 5 years, in sales or Account Management within a B2B role, either as a New Business Manager, Sales Account Manager or similar role
- Hands-on experience with multiple sales techniques (including cold calls)
- Proven track record of achieving sales quotas
- A natural hunter mentality
- Strong commercial awareness and understanding of working in a growing SME
- Experience of working with and managing senior stakeholders
- 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

### **New Business Manager 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)