



Business Development Executive (BDE)

 Exeter, EX1 1QR

Permanent Contract
Up to £26,000 per annum (DOE)
+ on target earnings of £3,500
per annum



Life at Air...

Every day brings something new at Air Marketing and we are always ready to respond with our A-game. We are a team of ambitious individuals with a genuine desire to inspire and drive one another.

Enjoying our work is especially important at Air - a fast paced, caring and collaborative environment helps us to mould the best possible working culture for each and every one of us. Whether it be prime time delivery or campaign training with our clients, we are in it together to challenge, support and ultimately, to achieve.

With hybrid working on offer (we all love being in our awesome office but we understand times have changed), additional holiday allowance, monthly social events and some other great benefits at our fingertips, Air is a fantastic place to work.

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 through various channels, mainly 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, emails and LinkedIn
- 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.

Benefits

- Competitive salary plus commission
- Continuous development support
- Social office environment with regular paid company social events
- 23 days holiday a year (+ length of service increase)
- Team and individual incentives
- Work from home days
- Sick pay
- Weekly company catch up
- Healthy working environment with refreshments provided
- Monthly company lunch
- Wellness program

Requirements

Must haves

- Competency using Computers and Microsoft products (Outlook, Word, Excel etc.)
- Excellent communication and negotiation skills
- Determination to succeed
- Attention to detail
- Active listening skills
- Ability to take feedback onboard and implement it
- Confidence and enthusiasm

Nice to haves

- 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
- Experience with a CRM software
- Understanding of sales performance metrics

To apply

Sound interesting? Great!
Send your CV and cover letter to:
careers@air-marketing.co.uk