



Manager - New Business

 **Exeter, EX1 1QR / Hybrid**

Permanent Contract
Salary: £40-55k per annum DOE
+ commission
Reports to: CEO

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.

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.



Summary

Air Marketing is on a growth journey, with a goal to achieve £5m in revenue this in the next 12 months. We have a growing and varied client base made up of everything from startups to global B2B brands.

We help organisations to sell more through our 3 services lines; Outsourced sales development, marketing campaigns & our sales training academy.

Role Overview

This is a perfect role for someone who, put simply, loves sales. If you want your work to be impactful this is a great opportunity for you to play a critical role in our growth and the growth of our clients.

The New Business Manager (NBM) will take ownership of the entire sales process for clients considering working with Air.

Whilst responsible for handling our inbound enquires (averaging between 20-30 each month), you will also conduct your own prospecting activity to self-generate opportunities as you work towards your revenue targets.

Your social presence will be well established, as LinkedIn acts as a primary channel for us. And you will likely be already building a personal brand.

We are looking for someone who already knows how to sell services in a B2B environment and who can demonstrate how they have successfully managed six figure deals.

You will also contribute to the company's ever evolving sales process and growth and marketing strategy.

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 both virtual and in person sales meetings across the UK, as necessary
- Present to prospects and manage the entire sales process
- Handle inbound enquiries, making them a priority at all times (we live on fast response times and we win deals on this)
- Qualify opportunities out when they are not right for us or we are not right for them.
- Build proposals for qualified sales opportunities and manage the client through their buying process, navigating multiple stakeholders and processes (e.g. legal, IT, Finance, Marketing, Sales, C-Level)
- Follow up proposals effectively to gain decisions
- Manage and maintain a healthy pipeline of opportunities effectively at all times
- Use and accurately update the company's CRM system (HubSpot) and provide clear and accurate reporting to assist with our forecasting
- Attend relevant networking events, trade shows, expos and events
- Build and leverage your personal brand to drive interest in Air's services via relevant social media channels (primarily LinkedIn)
- Manage and work within your travel and expenses budget
- Liaise with and support our marketing team in relation to campaigns that support our sales objectives
- Facilitate the issuing of and any negotiation around contracts, and ensure agreements are signed
- Facilitate a smooth handover of new clients to the relevant CS & Delivery departments
- Maintain relationships with our current and/or dormant clients (where appropriate) 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 & Targets

The NBMs performance will be measured on the following:

- Opportunities created per month (number and value)
- Conversion rates through the sales funnel (our target opportunity:closed won ratio is 25%)
- Value of Pipeline by sales stage
- Value of won clients (Monthly recurring revenue and total contract value)
- Average deal size (expected to be £10k per month +)

Benefits

- Competitive salary plus commission
- Sales training and continuous development support
- 23 days holiday (plus bank holidays) + increase with length of service
- Friendly social office environment with regular paid company events
- Monthly and quarterly team and individual incentives
- Work-from-home days
- Fun and healthy working environment with refreshments provided
- Monthly company lunch
- Wellness program

Requirements

- You will have at least 5 years, in a new business sales role within B2B, where you can demonstrate how you've achieved your targets, sold relevant deal sizes and managed complex sales cycles with multiple stakeholders involved
- You will be experienced in managing your own sales opportunities, through a combination of inbound activity as well as your own prospecting activity.
- You will have a proven track record of achieving sales quotas and a natural go getter attitude.
- Strong commercial awareness and understanding of working in a growing SME
- You will have incredible communication and negotiation skills and will be comfortable challenging and leading clients in a consultative but assured tone.
- Competency using Computers and Microsoft products (Outlook, Word, Excel etc.)
- Experience in managing a sales pipeline in a CRM
- Understanding of sales performance metrics
- Ability to deliver engaging presentations
- A positive and optimistic outlook
- Marketing experience is favoured, but not required.

To apply

Sound interesting? Great! **Click here** to apply by filling out the on-page form.