

Job Description

Role: Business Development Executive
Location: London, City
Reporting to: Marketing Manager
Type: Permanent

Sapphire is a leading provider of IT software solutions to growing, midsize and international businesses. To help support our ambitious expansion plans, the company is looking to recruit a career-minded individual who wants to establish themselves within the technology sector. This is a hands-on role which is expected to be extremely demanding and so the successful candidate will be a bright, confident individual with great organisational, communication and interpersonal skills.

This role will involve working closely with a member of the sales team to promote SAP's SME solutions and related products.

Key Responsibilities:

- Develop and maintain a high level of understanding of Sapphire's solutions and value proposition and be able to talk about these in the context of prospects' / clients' requirements
- Work to develop lists / database of prospects to whom Sapphire can promote their products and services
- Work on specific campaigns – putting in follow up calls - and activities as requested to generate sales opportunities and(or) appointments for members of the business development team
- Cross sell and up sell the complete range of our products and capabilities
- Gain knowledge of the competitive landscape and use this to Sapphire's advantage
- Engage constructively with the marketing department to develop campaign plans to generate sales opportunities
- Attend exhibitions and events as required to by the Sales Director or Marketing Manager
- Keep the CRM system (SAP Business One) up to date with all details of prospects, customers, contacts, sales activity and customer feedback
- Keep the diary system up to date with all activities in or out of the office
- Follow up all sales opportunities and call backs within the agreed target times
- Attend and contribute constructively to sales / marketing meetings
- At all times respond to prospect / client requests in a courteous and timely manner
- Bring to the attention of the relevant manager / director any client satisfaction issues that are likely to result in a client complaint or are the subject of a client complaint
- To carry out additional duties as may occur from time to time as instructed and agreed by the Sales Director or Marketing Manager
- Represent Sapphire in a professional and positive manner at all times and ensure a first class prospect / client experience

Experience and Qualifications:

- Good Microsoft Office skills. A good knowledge of Excel is essential
- At least one years experience within a business to business office environment in a telephone based role
- Knowledge of financial accounting and business management solutions (preferred though not essential)
- Business related degree (preferred though not essential)

Personal Attributes:

- Effective interpersonal skills – highly articulate and confident.
- Strong organisational skills with the ability to manage several - sometimes conflicting - priorities.
- Great team working skills.
- Effective administration and time management skills.
- Desire to succeed and move into a full blooded sales role
- Persuasive and persistent, yet friendly and personable
- Dynamic, confident self-starter
- Desire to be part of a winning team
- Willing to stay the course

Key Performance Indicators

- 80 calls per day
- 2 hours talk time per day
- 3 leads generated through telemarketing per week

Package

- Working hours 9.00 – 5.30pm (1 hour lunch)
- 20 days holiday (additional 1 day per calendar year worked up to 30 days)
- Contributory pension scheme (after one year's service)
- Contributory Health or Gym membership (after one year's service)