

## 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 the sales team to promote Infor10 Financials Business (SunSystems) and related solutions, predominantly in the following sectors: Charity, Not for Profit, Travel & Leisure, Professional Services and Creative Industries

### 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 understanding of Microsoft 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)
- Knowledge of the above named sectors (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)