

Job Description

Job Title: Business Development Executive	Location(s): Reading		
Manager: Hannah Murphy / Simon Longhurst	Last JD Update: 26/10/11		
Role Objective: (brief summary of key function of role and where it fits into the organisation)			
<p>The Business Development Executive is responsible for lead generation and driving new business pipeline, working under the Business Development Team Leader and Head of Marketing & Business Development. Lead Generation will primarily consist of generating appointments on the phone for the Sales team to attend, after delivering the campaign proposition. Campaigns will be across multiple technology areas relating to IP Integration's product and partner portfolio. The Business Development Executive is the asset of the Sales team and as such needs to be extremely target driven, self-motivated and have excellent communication skills. They must be adaptable to new messages in order to articulate them to prospects and consequently identify opportunities to pass on to the Sales Team, which will result in new business. As part of generating leads, it is the responsibility of the Business Development Executive to adhere to a strict quality process in ensuring data hygiene and best practice is followed with regards to the internal CRM tool. This is a promising opportunity for the right individual to become part of a growing company and see a clear career progression path into Sales over time, based on proven performance across all deliverables.</p>			
Knowledge, Skills & Experience:			
<ul style="list-style-type: none"> Experience in target driven environment Ability to quickly adapt to campaign propositions and successfully deliver them to maintain personal performance Responsiveness to training Excellent organisations skills – demonstrate pro-active approach to meeting objectives Professional and positive 	<ul style="list-style-type: none"> Self-motivated Demonstrate understanding of manufacturer > distributor > reseller relationship Excellent written and verbal communication skills Ambitious and determined to succeed Ability to identify objections and obstacles during a campaign and relay back to management, backed up with evidence 		
Key Responsibilities: (list key tasks, responsibilities, deliverables etc.)			
Task	Description	Measure	Target
BDE Targets – Generate Leads	Develop new business opportunities through generating appointments as part of a campaign and personal target. Leads must be qualified to agreed standards and produced with a professional documented description in the CRM.	Daily, weekly and monthly target delivery, success shown through proven consistency in delivering this target and consequent pipeline to result from leads. Organised reports and historical tracker to demonstrate performance.	POINTS = 100 per month, 25 per week Leads depending on campaign and criteria will equate to x number of points (for example, Acquisition project identified appointments = 15 points). In order to achieve higher pay bracket BDEs must hit their monthly target.
Learning – Accreditation programmes	Further knowledge and understanding across product and partner portfolio through achieving accreditations and taking part in training sessions delivered by management.	Accreditations will be given based on test pass rate. Internal training will be measured on the BDE's responsiveness and ability to put training into practice.	Be able to deliver “elevator pitch” for all technology areas. BDEs are at the forefront of representing our company and so will be

			continually assessed as to their knowledge of core propositions.
DATA / CRM	The BDE will receive thorough training on the CRM and how to input / flag data accordingly. It is essential they have good attention to detail and treat the CRM and data hygiene with highest importance, as it is integral to the success of future campaigns.	Regular quality checks will be conducted by the BD Team Leader.	Maintain quality standards when cleansing data in the CRM.
Communication / Progression	The BDE should practice exemplary communication skills both internally and externally. The BDE represents IP Integration through each phone call and therefore must conduct themselves in a professional manner at all times. Over time and development, through achieving targets the BDE will be invited to attend new business meetings. They must therefore be customer facing and give confidence to management in their ability to engage with prospects, both directly and indirectly.	Quality of Leads – Feedback from Team Leader and Sales team on appointments sat, feedback from prospects on how communication was received.	All feedback will be provided in regular 1 to 1 reviews, lead gen performance along with internal management feedback.