

Job Description

<u>Job Title:</u> Graduate Researcher - Systems Sales	<u>Location(s):</u> Office Based Reading
Role Objectives: (brief summary of key function of role and where it fits into the organisation)	
<p>Working for Sales Director initially with focused proactive research and lead generation activity, career progression based on skill set to combined role of team lead generation and proportion of accompanied direct new business sales at SME level.</p> <p>Conduct investigation into tactical and strategic named targets for IPI direct sales team</p> <p>Manage new business Sales Campaigns for Senior Sales team</p> <p>Proactively develop innovative methods of contact to named targets for sales generation.</p> <p>Sell products and services to prospects – Direct Phone & with support and under development face to face</p> <p>Respond to prospect requests for information quickly and effectively.</p> <p>Ensure scheduled proactive contact with all prospect projects on a regular and consistent basis with all outcomes recorded within CRM databases.</p> <p>Assist in development of SAGE CRM system to efficiently manage new prospect acquisition.</p> <p>Enable the company to grow through identification of new business opportunities</p> <p>Input to sales team for continual development of new strategic sales plans in order to achieve targets</p> <p>Provide all required internal and external documentation on time and within sales guidelines and standards.</p> <p>Ability to work closely with dedicated “Sales Person” on strategic new business campaigns and activity.</p> <p>Ability to understand and articulate complex IT technical concepts and their relevant features, advantages & benefits.</p> <p>Course development through AVAYA University Accreditations</p> <p>Ability to perform to all sales target, for example but not an exhaustitiive list -- £’s GM, Confirmed appointment quantity, net new qualified names on CRM</p>	

Key Responsibilities: (list key tasks, responsibilities, deliverables etc.)			
Task	Description	Measure	Target
Researcher Targets - Sales Leads	Develop new business opportunities. Research specifically strategic lead generation activity and report to Sales Director relevant outcomes.	New Business sales opportunities produced for sales team. Daily, Weekly, Monthly and Ad Hoc report showing month and YTD performance against target and lead generation pipeline growth via each campaign or opportunity type. Show origin of all orders in CRM.	Agreed ramp. 4 Weekly / 20 Monthly appointments developed Annual GM target tbc
Learning - Accreditation Partner Programs	Carry out learning activities to achieve IPI strategic partner accreditations	Formally report on accreditation program progress with exams	All SME and Enterprise AVAYA Accredited Tracks by end of year one.
Develop Key Strategic Lead Gen Relationships	Focus on relationship building with targeted / strategic prospects so as to ensure development of new business opportunities. Tune and develop each campaign to retain focus and adapt to the changing market and improve overall effectiveness.	Verbalise competitive offerings in all product areas across all geographies. List of providers based on solutions. Track opportunities from 3 rd parties via CRM, report within all sales figs	Campaign specific targets based on data count and audience. Reporting of activity via CRM & CMS.
Lead Gen Activity & Performance.	Ensure generated sales opportunities relevant to the respective solutions and applications in chosen markets; review the value and number of opportunities against targets. Dealing with an unpredictable flow of work and managing responses	Monthly CRM report showing new business activity, clearly flagging origin of all new opportunities and appointments in month, including their estimated value.	Campaign specific targets based on data count and audience
Reporting - CRM System	Add fields to Sage CRM to capture all relevant information required to successfully target companies for all application products or services within portfolio. CRM should highlight funnel by campaign source. It should also accurately permit additional blended / targeted marketing profiled data sources	Number of raw records, number with populated data, number of calls to appointments Value of orders per month. Accuracy and detail of all prospect and customer CRM records	Identify and obtain raw data for all possible UK targets within each target market. Complete population of 75 records per week with specific detailed information. All existing customer records to be fully populated within 3 months.
Communication	Facilitate and contribute to the exchange of information in order to ensure senior sales people understand the progress of your strategic / tactical	Formally minute campaign updates daily / weekly to sales team. 6 month appraisals. Monthly 1-2-1 with Sales	Passed Accreditation exams will be presented to all sales team. All individual sales campaigns will be

	objectives. Provide a forum to suggest improvements and flag issues and problems.	Director. Present to Sales Director and Monthly to Sales Team individual solution learning and articulate campaign(s) value proposition. “	presented to sales person with their Value Proposition. All research work approach to be articulated / presented to relevant sales person
Sales Collateral	Work with the sales team to develop consistent high quality point of sale material, which enables the rapid production of industry leading campaigns.	Boilerplate material for all products & services within the portfolio. Competitor proposals are obtained wherever possible, stored and our output improved where needed. Library updated to reflect supplier updates	All research and lead generation campaigns for products and services within the portfolio are covered by boilerplate when launched. Updates/amends within 3 days of receipt of updated information
Knowledge, Skills & Experience: (include generic, specific sector, people management, languages etc.)			
<ul style="list-style-type: none"> Graduate with high level diploma Ability to plan and execute campaign led activity Ability to grasp technical concepts and articulate benefits effectively Experience with Microsoft suite of products and CRM beneficial 		<ul style="list-style-type: none"> Excellent organisational skills Professional, positive and decisive in approach Confident communicating with prospects and customers at all levels Desire to grow into new business sales role within Voice Solutions market place 	
Mobility Requirements: (requirement for national/international travel, overseas assignments)			
Reading based role.			
Salary/OTE/Benefits:			
Salary: £18.5k-£22.5k dependant on experience			