

Business Development Manager Lead Generation

JOB SPECIFICATION

Employer	Data Locator Group Ltd	Reports to	Head of Lead Generation Sales
Hours	Mon to Fri 9am - 5:30pm (Full Time)	Salary	Competitive
Location	64 Clarendon Road, Watford, Hertfordshire, WD17 1DA.		

Job Purpose

To generate sales through new business acquisition across multiple sectors as well as retaining and growing revenue from existing clients in line with agreed targets.

Key Responsibilities:

- To contact new clients by telephone in order to sell PDV's Lead Generation solutions. To build effective relationships with own clients in order to encourage new and repeat business
- To follow the PDV consultative sales process by carrying out an appropriate fact find to help establish the client's needs in order to needs match the most suitable Lead Generation solution
- To source new sales leads using the internet (Google, LinkedIn, Ebiquty), trade press, business press, industry contacts and CRM system (adequate contact data will be supplied but it will be necessary to supplement this with your own activity)
- To carry out intellectual client/market research to support efforts to identify PDV and DLG product and service opportunities
- To build, develop and enhance relationships with new clients through corporate hospitality and client entertainment
- To arrange and attend face-to-face client meetings for larger sales opportunities
- To plan, create and present sales presentations
- To manage the client's expectations to ensure we deliver on our commitments to PDV's agreed SLA's
- To update client information on the CRM system
- To liaise with the Finance department to ensure that clients remain up to date with payments
- To communicate with the production team and design to ensure that campaigns are delivered within the agreed SLA's
- To handle all client queries and complaints swiftly and in accordance with the agreed company process

Key Skills and Experience:

Essential:

- At least two years experience in a Sales role where you can demonstrate success in selling non tangible products such as media space, recruitment advertising in a B2B environment;
- Excellent telephone communication skills;
- Ability to adapt your style across different functions and levels within a business, dependant on who the ultimate decision maker ie call centre, marketing, sole trader, sales;
- Proven track record of breaking down barriers and extracting information to ensure that you meet client needs and objectives, and that leads are targeted and will ensure return on investment;
- Ability to build and maintain client relationships;
- Resilient and confident;
- A true phone warrior;
- Able to work off own initiative;
- Experience of working to and achieving challenging targets;

Desirable:

- Experience of working within the data industry;
- Strong negotiation skills;
- Strong proposal writing skills
- Strong presentation skills
- Ability to build an effective pipeline and forecast accurately
- Computer literate in MS Word/Excel
- A good interest and appreciation of new media technology, current affairs and market trends

How to apply

Email your **CV** to:

HR Manager at recruitment@dlg.co.uk