



## Job Description

<b>Position</b>	Business Development Executive
<b>Division</b>	Magnetic North Software Ltd - Sales
<b>Reports to</b>	Sales Director
<b>Direct Reports to this Role</b>	None
<b>Location</b>	Leicester

## OVERVIEW OF ROLE

This is an opportunity for an extremely driven and energetic individual steeped in High energy, high activity success environments. The successful Business development executive will have demonstrable experience of Inside Sales through outbound lead generation and possess a successful background in the formation and management of lead generation, business qualification, prospect development and revenue closure. This role will be responsible for new business acquisition working to monthly objectives in conjunction with Sales and Marketing management Strategy.

In a burgeoning and highly developmental market for Enterprise and hosted SAAS, Magnetic North is now looking for suitable Business development candidates to drive expansion into its chosen markets through direct outbound market acquisition.

## GENERAL ROLE & RESPONSIBILITIES

- Meet or Exceed Set Objectives and Sales Targets.
- Source, Develop and action Sales Generation opportunities focused on outbound Contact of new customers to introduce a range of MN products and services.
- Operate within a team environment of Business Development Executives focused on Qualification, development, handover and, where relevant, closure of sourced and defined business opportunities for MN products and services.
- Develop and maintain a product proficiency and competency level by attending mandatory training classes and successfully completing required levels of competency.
- Handle straightforward problems that occur in everyday work
- Refers more complex problems or decisions to others
- Makes routine decisions within established guidelines
- Complete any other tasks that may reasonably required from time to time.



### **SPECIFIC RESPONSIBILITIES**

- To maintain a level of communication and development with identified and sourced opportunities sufficient to achieve set objectives and performance targets.
- To understand Magnetic North technologies to the required level necessary.
- To be able to demonstrate the suite of Magnetic North products via Web demonstration and ( if necessary) in person)
- To maintain full record of activity, development, Quotation, closure and adds/moves/ changes for leads, opportunities and customers within the Magnetic North CRM and business management system.
- To manage, report on and deliver activity and management information, giving timely and accurate feedback to assist in success, delivery, maintenance and improvement.
- To (where relevant) work to both outbound and inbound lead qualification and management process to consistently develop required levels of appointments and sales as appropriate and to maintain a consistent prospect pipeline.
- To ensure clear adherence to a sales qualification process to ensure correct levelling and placement of opportunity.
- To report monthly to the Sales Director on activity, progress and performance to objectives and against set targets.

### **SUCCESS WILL BE MEASURED BY**

- Ability to meet or exceed Business development Sales Target.
- Number and type of prospects generated for Business development and handover to external sales.
- Quality of leads generated and prospects developed.
- Pipeline development within Business development Executive team.
- Number of new customers generated from both leads passed and Business development closed opportunities.



## RELEVANT EXPERIENCE & TRAINING

<b>Essential</b>
Demonstrably successful experience in development and management of an inbound/outbound Prospects.
4 years Inside or external Sales or account management experience within IT, software or related industries
Experience of business-to-business Sales
Good interpersonal skills
Experience of CRM business information management in conducting role
Demonstrable familiarity with Microsoft suite and related IT skills for internal external communication.
Successful Personal Experience of outbound telesales and lead generation.
Successful Personal experience of generic sales lead qualification and development
<b>Desirable</b>
Degree level education
Creative problem solving and objection handling capabilities
Experience of working within Telco/Application software/Call Centre/CRM environment and markets.

## KEY RELATIONSHIPS

<b>Internal</b>	<b>External</b>
All MN Management	MN Customers (where relevant)
All MN staff	MN Prospect pipeline
Sales Director	Skill-vault Ltd
Head of Marketing	

## COMPETENCIES

<b>Personal Competencies</b>	<b>Professional Competencies</b>
Driven to succeed with strong work ethic.	Smart and presentable
The individual should be self-motivated, conscientious and be able to make a business sales case.	Strong communication skills at all levels
<b>Inter-personal Competencies</b>	Strong telephone based sales skills
Sound inter-personal skills. Able to communicate effectively at all levels.	Outbound telephony abilities
Ability to understand and implement sales propositions.	Business qualification and development
	Generic Business to business sales skills

