

# Business Development Representative

## Job Description

### Purpose Summary

To provide qualified leads and book new business opportunities for the sales team to help them achieve company sales targets and improve profitability. To make outbound calls to cold and warm prospects within our existing database and build new contacts as required.

The key areas of responsibility for the Business Development Representative include:

- Lead Generation
- Data Management

### Skills, Experience and Qualifications

#### Essential Skills

- Excellent knowledge of using social media tools, such as Linked In and Twitter to generate business interest.
- A good knowledge of MS Office applications including Outlook.
- Degree level, diploma or equivalent education preferred.

#### Desirable Skills

- Previous telesales or telemarketing experience would be an advantage.
- Previous experience of Microsoft CRM would be an advantage.
- Sales and / or relevant industry experience

#### Competencies

- Excellent planning and organisational skills to successfully plan and co-ordinate a high number of activities, with excellent time management, prioritisation and the ability to remain calm and objective under pressure.
- Excellent attention to detail.
- Excellent communication skills, good interpersonal skills and an excellent telephone manner
- Articulate and focused with the ability to influence others
- Confident and able to work alongside strong personalities

- High standard of personal presentation, ensuring that Causeway is represented professionally
- Track record and reputation for integrity, confidentiality, accountability and results
- Good analytical skills with the ability to maintain records and reports for management purposes.

## Principal Responsibilities

### **Business Development**

- To provide qualified leads and book appointments for the sales team, to generate new business and increase profitability.
- To research and analyse the industry to identify potential customers and opportunities for appropriate sales campaigns.
- To make good use of social media to promote awareness and interest in the product and generate business leads for follow up.
- To work with the sales and marketing teams to produce campaigns and events to generate new prospect leads.
- To develop a good understanding of the target market and their pain points, as well as competitor information, in order to demonstrate knowledge to prospects and maximise opportunities.
- To identify, engage and interact with decision makers at a senior level to identify new and emerging business opportunities.
- To build effective relationships with new and prospective customers, managing them along the qualification process until it is appropriate to book an appointment.

### **Data Management**

- To ensure that information is kept up to date in the CRM system to provide the business with accurate reports and forecasts as required.
- To maintain and update records in the CRM system accurately and in accordance with data protection requirements.
- To carry out data cleansing activities to provide accurate information and support for marketing campaigns and to increase new business opportunities.
- To carry out data building activities in order to provide accurate information and support for calling campaigns.
- To identify renewal opportunities and gather customer information to ensure efficiency of renewal process.

Such other duties as the management may from time to time reasonably require.