



# Zen Internet Role Specification

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## **JOB ROLE: Business Development Executive – Field Based**

### **Key Deliverables**

As Business Development Executive you will be responsible for the generation of new business revenue, as well as developing existing accounts with the focus being on new business development.

You will be tasked with recommending appropriate solutions based upon qualified requirements to a range of business customers from SME's to large Enterprise/Corporate.

You will be targeted around new business activity and will be responsible for generating your own appointments as well as following up leads from our telephone based teams and marketing campaigns.

This role will suit a proactive and ambitious sales professional with a proven track record in business to business solutions sales gained with the IT or telecoms industry.

### **Key Responsibilities**

- To meet all targets set around – New Business Revenue, Outbound Calls, Customer Meetings, Sales SLA's
- Establish regular and effective communication with all Decision Makers of won business accounts you own
- Produce a monthly forecast to include successfully identifying new business to close
- Maximise revenue by cross and up selling, whilst adhering to Zen's sales principles
- Be pro-active in your approach to customer acquisition
- Build strong business pipeline and work to pipeline and forecasting structures
- Develop an in depth understanding of Zen's solutions and strategies
- Ensure best practice in your approach to selling and fitting solutions to requirements
- Follow up leads provided internally in order to win new business
- Pro-actively network at Zen seminars and events to grow pipeline and business
- Take personal responsibility to build and maintain industry and competitor knowledge
- Acquire competitor information on products, pricing, marketing performance, strengths and weaknesses
- Ensure all internal systems are accurately up to date with account activity

## **Candidate Profile**

- Extensive IT/ISP/Telecoms field sales experience including a track record of winning new business via face to face meetings with business decision makers
- Proven track record of achieving targets / KPI's
- Able to identify and influence key decision makers
- Experienced in accurate forecasting methods
- Excellent interpersonal skills, with the ability to communicate at all levels
- Confident, assertive and professional in all internal and external dealings
- Ability to analyse customer needs and recommend solutions which meet the needs of the organisation
- Technically adept – able to quickly learn and understand new products
- Excellent time management and organisational skills with experience of managing own time and prioritising own workload
- Appears confident and assertive but not aggressive in all internal / external dealings
- Enjoys working on own initiative
- Able to handle with all account issues/objections in a patient and friendly manner
- Willing to travel nationwide with the possibility of some time away from home
- Strong interest in internet technologies
- Full UK driving license