

Job Title: Business Development Executive	Location: Rockford
Department: Commercial	Contract: Permanent
Reports To: General Manager DSE Inc	Direct Reports: None

1.0 Job Summary & Role

The successful candidate will be a highly energetic self-starter with an insatiable drive for success and personal growth with excellent attention to detail. They'll relish joining a fast-growing SME where results matter. They'll love a challenge in a fast-paced performance-driven organisation that's determined to change as needed to grow.

The Business Development Executive is predominantly an outbound selling role that will filter the inbound sales inbox for enquiries for pre-order leads that can be worked on pro-actively by either themselves or other appropriate stakeholders. Developing Prospect/Customer relationships via the telephone will be a key element of the role.

Once the role has developed it is likely to own a group of low current value high potential customer/prospects where our relationship needs developing to a value point where ownership would transfer to the relevant ASM.

The role will also support marketing output to qualify and prioritise/filter leads for ASM follow up.

The role is not an extension of the inbound sales function who will continue to process and despatch customer orders.

The role will act as a 'buddy' for the ASM's, ensuring a timely effective follow up of leads/opportunities.

2.0 Key Responsibilities & Main Duties

- Building excellent relationships with new and lapsed customers so you can understand and meet their needs - reporting on lost customers and reasons
- 50% Internal account Manager and 50% New Business – generated through leads
- Maximising customer interactions to support achievement of sales and profit targets by upselling and cross-selling relevant products plus offering specific product advice
- Looking for opportunities to improve product and industry knowledge
- Develop account plans to continuously improve customer experience



JOB DESCRIPTION & PERSON SPECIFICATION



- Providing monthly order book reviews
- Maintain accurate records of activity on the CRM system
- Support external sales
- Support marketing
- Reasonable duties identified by management
- Good product knowledge and capability to cross / up sell – on going through training
- Effective sales knowledge of DSE products
- Strive for excellence in all sales and customer related matters
- Strong sales administration disciplines – quote management, CRM system, diary management

3.0 Internal & External Relationships

Relationships will need to be forged with internal colleagues at all levels within the commercial function. External relationships will need to be forged with end customers and prospects across the Northern American region and potentially with DSE's appointed distributors from time to time.

4.0 Key Performance Indicators

- Managing and maintaining accurate data in Salesforce
- Reporting on won and lost opportunities
- Sales performance against targets on accounts owned
- Quote follow ups (all quotes in 1 week by phone call)
- Opportunity conversions to closed/won
- Providing monthly order book reviews and meetings for set customers
- Number of outbound cold calls TBC
- Lead generation and prospecting

5.0 Essential/Desirable Factors

Knowledge	
<p>Essential:</p> <ul style="list-style-type: none"> • Understanding of what B2B Telesales role is • Mid-level business acumen 	<p>Desirable:</p> <ul style="list-style-type: none"> • Knowledge of the power generation manufacturing sector
Skills & Attributes	
<p>Essential:</p> <ul style="list-style-type: none"> • Excellent interpersonal skills • Excellent communication skills • Confident relationship builder • Confident presentation skills over the phone • Team player 	<p>Desirable:</p> <ul style="list-style-type: none"> • Change agile • Comfortable challenging the status quo • Financially astute



JOB DESCRIPTION & PERSON SPECIFICATION



<ul style="list-style-type: none"> • Track record of successful telephone selling • Organised and methodical in approach • Displays empathy not sympathy • Resilient nature • Culturally aware • Proficient MS office working knowledge 	
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Experience

<p>Essential:</p> <ul style="list-style-type: none"> • Evidence of a solid track record within telesales /customer service/relationship management within relevant (service) industry • Evidenced experience of nurturing prospects, converting them to trading customers • Evidenced experience of developing customer relationships over the phone 	<p>Desirable:</p> <ul style="list-style-type: none"> • Driving improved customer experience • Experience of working in an SME environment • Experience of working high performance culture • Experience of improving business process efficiencies
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Qualifications

<p>Essential:</p> <ul style="list-style-type: none"> • Bachelor's degree or equivalent experience • Minimum 2 years' experience in a sales role 	<p>Desirable:</p> <ul style="list-style-type: none"> • Degree level qualification
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Created by	Dated Created
Ewen Hamilton	February 2025

