

JOB TITLE: Business Development Executive

BASED AT: 46 Worship St, London, EC2A 2EA

REPORTS TO: Touchstone BI Business Unit Head

WEBSITE: [www.touchstonebi.co.uk](http://www.touchstonebi.co.uk)

## Background and Job Purpose

Touchstone BI is the specialist Business Intelligence division of Touchstone Group who are a leading provider of integrated business software and consultancy services to mid-market organisations.

In this digital age **Touchstone BI's** mission is to help customers perform better by enabling them to harness the data they need to make better decisions. We do this using our extensive experience to deploy best in class Data Management (<https://www.touchstonebi.co.uk/data-management-software/timextender/>) and Enterprise Performance Management (<https://www.touchstonebi.co.uk/enterprise-performance-management/infor-d-epm/>) solutions in an innovative and creative way to ensure clients to realise real business benefits.

The primary purpose for this role is to build a pipeline of opportunities through prospecting using digital and traditional means of communication and from this generating new business sales opportunities for the Business Unit.

We are therefore looking to recruit an outgoing, enthusiastic and results-driven individual to help drive forward the **Touchstone BI's** lead generation activities. This role is set within a demanding, target-orientated environment. The successful candidate can expect to develop their career within a successful, fast moving and expanding sales and marketing team.

## Key Responsibilities

- Develop and maintain a high level of understanding of **Touchstone's** propositions and be able to articulate these to prospects on the phone in a confident and concise manner
- Generate sales opportunities through outbound telephone calls, working from lists / databases that Touchstone has or buys in and through harvesting of data from LinkedIn.
- Work to develop lists / database of prospects to whom Touchstone can promote its products and services
- Make effective use of LinkedIn Sales Navigator to develop contacts and generate opportunities
- Make posts on LinkedIn and Twitter as authored by members of the Business Unit
- Keep website up to date with blogs and contents from colleagues
- Work with the BU Head on specific campaigns, events and other activities as requested to generate sales opportunities and(or) appointments
- Develop a warming queue of opportunities that is contacted regularly to move prospects through the sales funnel to the point where opportunities are BANT qualified and ready to be passed to Sales.
- Gain knowledge of the competitive landscape and use this to **Touchstone's** advantage
- Attend exhibitions and events as required to by the BU Head

- Keep the **Touchstone's** CRM system up to date with all details of prospects, customers, contacts, sales activity and customer feedback
- Keep the diary system up to date with all activities in or out of the office
- Follow up all sales opportunities and call backs quickly and efficiently
- Attend and contribute constructively to sales / marketing meetings
- Carry out additional duties as may occur from time to time as instructed and agreed by the BU Head

### Key Personal Attributes

- Desire to succeed and enjoys uncovering opportunities
- Interest in technology and how it can be used in business
- Articulate
- Persuasive, persistent yet friendly and personable
- Good listening skills
- Self-starter
- Desire to be part of a winning team
- Willing to stay the course
- Medium to longer term desire to move into sales as a career

### Academic Background \ Experience (preferred)

- Degree in business / technology
- Studied or aptitude for business / technology / media / economics / finance
- Experience of sales / marketing / telemarketing
- Can articulate a relatively technical proposition i.e. how can our business solution benefit a prospect

### Academic Background / Experience (preferred)

- Educated to A level standard or equivalent
- Degree in business / technology
- Experience of sales & lead generation