

JOB TITLE: Business Development Representative

BASED AT: 46 Worship St, London, EC2A 2EA (Hybrid Working)

REPORTS TO: Marketing Manager

Background and Job Purpose

TouchstoneFMS Ltd (Touchstone), is part of Touchstone Group and is a leading provider of financial management, asset management and business intelligence solutions.

We are seeking an outgoing, enthusiastic, and results-driven individual to help drive forward our demand and lead generation activities. This role is target-oriented, offering the successful candidate the opportunity to advance their career within a successful, fast-moving sales and marketing team.

The primary objective is to build a pipeline of opportunities through prospecting using digital and traditional communication methods and from this generating new business sales opportunities for the Sales team. The role is primarily remote, with occasional office attendance required as requested by management, team meetings, or training sessions.

Websites:

www.touchstonefms.co.uk www.touchstoneenergy.co.uk www.touchstonebi.co.uk

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 or digitally 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 a list / 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 connections on LinkedIn and encourage them to become followers of one or all of the Touchstone groups.
- Work with the Marketing Manager on specific campaigns, events and other activities as requested to generate sales opportunities.
- 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 Marketing Manager.
- Keep 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 on webinars, seminars, and other events, to garner interest and uncover sales opportunities.
- Attend and contribute constructively to sales / marketing meetings.
- Carry out additional tasks as reasonably requested by the Marketing Manager or General Manager.

Key Personal Attributes

- Desire to succeed and enjoys uncovering opportunities.
- Interest in technology and how it can be used in business.
- Articulate in speech and conversation.
- Confident, persuasive, persistent yet friendly and personable
- Dynamic, confident 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)

- Graduate 2:2 or above in, business / technology / media / economics
- Any experience of sales / marketing / tele-marketing
- Can articulate a relatively technical proposition i.e. how can our business solution benefit a prospect.

Lead Target & Commission

- Detail to be discussed and agreed.

What's in it for you?

- The start of a career in the Fintech / ERP industry
- Working with a highly experienced and successful sales & marketing team
- Acquiring valuable skills and experience working in the business technology space
- Learning from some of the best people in the ERP / FMS software industry
- To be part of a dynamic marketing team
- Ability to earn commissions (without a cap)
- Career progression either in Marketing or Sales after 2 years
- Enjoy success through friendly competition with BDR colleague