

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

The primary purpose 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 Sales team.

Websites:

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

### Key Responsibilities

- Develop and maintain a good 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 calls, emails & digital contacts, 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 connections on LinkedIn and encourage them to become followers of one or all of the Touchstone profiles.
- Work with the Marketing Manager on specific campaigns, events and other activities as requested to generate sales opportunities.
- Follow up on webinars, seminars, and other marketing campaigns and events, to garner interest and uncover sales opportunities.
- Develop a warming queue of opportunities, 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.
- 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.
- 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 / telemarketing
- Can articulate a relatively technical proposition i.e. how can our business solution benefit a prospect.