

## ROLE PROFILE

# BUSINESS DEVELOPMENT EXECUTIVE

<b>Vacancy:</b>	Business Development Executive
<b>Reference:</b>	BDE/LB/09/2024
<b>Date:</b>	23/09/2024
<b>Contract:</b>	Permanent
<b>Hours of Work:</b>	Full Time (36.25 hours per week)
<b>Reporting to:</b>	Sales Director (Cloud & MIT)
<b>Location:</b>	Hybrid working between home and our Lisburn office (Northern Ireland)

Xperience helps SMEs unlock the full potential of their business using Digital Solutions, built with Xperience.

Our industry experts get to know our client's business inside and out, exploring processes, pain points and people, to build tailored technology across Cloud & IT Services, Cyber Security, CRM, and ERP.

With solutions designed around client operations, we provide the freedom to be more productive and focus on what is important for your business – without getting side tracked by the admin. At Xperience, we create digital solutions with the power to improve and protect your business, both now and in the future.

Our people are what make us different. They are the primary reason our clients recommend us. Their unique skills and infectious energy help our clients focus on what matters most. Our people actively engage with clients using a collaborative style that prioritises teamwork and trust.

As a rapidly growing business, we look for people who share our values (of integrity, collaboration, ambition and success) to come on our growth journey with us, and create an amazing career #BuiltwithXperience

### About the Role

This role focusses on identifying and pursuing new opportunities for business growth. This will involve researching and identifying potential new markets, generating leads, building relationships with prospects, arranging and attending meetings, whilst supporting the organisation of and attendance at events. As part of the role there will be a focus on prospect engagement, involving outgoing calls and emails to potential customers, building and maintaining a customer database.

This role will require close collaboration with the Sales Director (Cloud and MIT) and in-house Marketing Team to deliver upon the wider Commercial Strategy.

As part of the role, you will maintain a thorough understanding of our products and services, capturing all pertinent prospect information within our CRM system.

To be successful in this role, you will be experienced in building engaging and long-lasting client relationships and possess the ability to quickly understand the customer's requirements and present solutions that meet their needs.

The role offers a level of autonomy to build sales pipelines and approach as a key member of the New Business Team focussed on delivering continuous results.

#### What you'll be getting up to on a day-to-day basis:

- Generating, developing and nurturing of a prospect database to identify opportunities and arrange meetings/next step
- Making outgoing customer calls or cold calls to generate interest whilst understanding the scope of the opportunity
- Answering questions about our service offerings and referring to similar sites we have previously deployed or that sit within our portfolio.
- Understanding whether there is a wider opportunity sat behind the initial lead and how this can be followed up
- Accurately and efficiently entering customer information into company databases giving full transparency of any conversations and/or actions required
- Maintaining a list of potential leads and follows up with those customers by making subsequent sales pitches
- Arranging follow up consultation video and/or phone calls with customers to pass onto the sales team for follow up.
- Maintaining working knowledge of products and services sold, new sites deployed and any other relevant company news that will be beneficial to your role.
- Liaising with core members of the service delivery team including sales, operations, service delivery and client services where necessary ensuring that all communication is recorded on Microsoft Teams and/or the CRM system.
- Delivering consistent results in line with expectation.

#### Person Specification

##### Essential Criteria:

- Previous business development experience within a professional services organization
- Demonstratable track record of meeting and exceeding sales targets
- Ability to communicate and influence key stakeholders at all levels of an organisation, including a C suite level
- Proficient in Microsoft Office
- Willingness to travel to client sites in Northern Ireland and GB as required, for the proper performance of the role
- Valid Right to Work in the UK (We do not currently hold a visa sponsorship licence)

##### Desirable Criteria:

- Sector knowledge of Cloud Computing, Managed IT Services, ERP and CRM
- Experience in the use of ConnectWise / Dynamics CRM

### Benefits Package:

- 30 days annual leave plus 8 bank holidays
- 1 additional day's leave for your birthday
- Company Pension Scheme
- Hybrid working
- Cycle to Work Scheme
- IT Purchase Scheme
- Access to our Learning and Development Platform Skillsoft
- Employee Assistance Programme
- Referral bonus scheme of up to £1,500 when you successfully refer a friend

\*T&Cs apply based on contract

### Application Process:

To apply, candidates must submit a fully completed application form. CVs and covering letters will not be considered and should not be submitted. Click the 'Apply Now' button below to begin the application process.

Please note that we reserve the right to close the vacancy before the listed closing date, when we are in receipt of sufficient applications. Should you wish to apply for this post, you are advised to complete and submit your application as soon as possible.

### Competencies required for role:

#### **Building Relationships & Influencing**

Considers and adapts approach based on audience to achieve desired result

#### **Results Focussed**

A results-orientated employee who sets challenging goals and achieves results, whilst prioritising tasks and overcoming obstacles

#### **Client and Commercial Focus**

Has good product awareness seen as a trusted advisor in the clients' eyes

#### **Judgement and Decision Making**

Makes well informed, effective and timely decisions, applying logic and sound judgement based on coherent rationale. Considers impact of their decisions.

### **Xperience is an equal opportunities employer.**

At Xperience we are dedicated to building a diverse, inclusive and authentic workplace, so if you're excited about this role but your past experience doesn't align perfectly with every requirement in the job description, we encourage you to apply anyway and we will take the time to review your suitability. You may be just the right candidate for this or other roles.