

**Reference:** BDR\_UK26

**Role:** Business Development Representative (BDR)

**Type:** Permanent

**Location:** Reading, Berkshire

**Salary:** £26,000 – £30,000

**Start date:** As soon as possible

An excellent opportunity has come up with a growing, global company who specialises in business innovation and business change. Do you have a background within Service Management / IT Services? Are you focused, self-motivated and do you have a passion for new business acquisition? If so, this could be the perfect opportunity for you!

We are looking for an office-based Business Development Representative (BDR) to work within our successful sales team. As a BDR you will generate new sales opportunities and add qualified leads to the sales funnel. You will be responsible for prospecting, following up opportunities, and passing on qualified leads to other sales agents who will convert them into new customers. To be successful in this role, you should have previous experience developing leads from marketing campaigns and meeting sales quotas. You will use your communication skills to cultivate strong relationships with prospects.

#### **Duties and Responsibilities**

- Generate leads by cold calling prospective clients
- Follow up on marketing campaigns; engaging with and developing prospects to be closed by Sales team
- Document, track and monitor all leads and activities in company CRM (Salesforce)
- Utilise smart, targeted questions to speak knowledgeably with decision makers such as VPs, Directors and C-suite personnel
- Identify opportunities for campaigns that will lead to an increase in leads
- Acquire in depth knowledge of our solutions and services, conveying that knowledge to potential customers, and adhering to company messaging and market positioning
- Nurture relationships with longer term prospects

#### **Experience and Skills Preferred**

- Highly motivated, self-starter with a strong desire to meet and exceed quota monthly, maintaining a high call rate and ability to assess prospect's "fit"
- Comfortable with prospecting and cold calling to a global market.
- Proven work experience as a Business Development Representative
- Excellent telephone manner, negotiation skills and business acumen
- Ideally from a Service Management / IT Services background
- Fluent English

This is an exciting and fulfilling role where your skills and experience will be fully utilised. Please apply today if you feel you meet the criteria.

#### **To Apply:**

If you would like to apply to this role, please send your CV and Covering Letter stating the job reference to [k.peters@pinkelephant.co.uk](mailto:k.peters@pinkelephant.co.uk) ATTN: Kia Peters

For questions, please feel free to call: +44 (0)118 324 0620