

LEAD GENERATION SPECIALIST

About EValue

EValue is a growing, fast paced FinTech company and the leading UK provider of financial planning and advice technology.

Working with over 80% of large financial institutions in the UK, EValue's white labelled solutions were used by approximately 200,000 consumers and financial advisers in 2017.

We have 70 talented integrated specialists, working across offices in Newbury and London.

The benefits of joining our exciting team

As well as offering fantastic opportunities for career progression, you will be joining a friendly and relaxed working environment where you will be continuously supported and encouraged. We have an open culture where you are encouraged to find and fix problems and not to pass them on to some other team. We're a great environment for makers and builders.

We have fantastic benefits, including:

- 25 days annual leave, bank holidays, one extra 'company day' for Christmas plus the option to buy a further five days annual leave.
- Generous company pension scheme – up to 10% employer contribution.
- Discretionary Bonus Scheme
- Private medical
- Long term disability and Life Insurance
- Study support policy
- Free parking
- Company football team

About the role

The role of the Lead Generation Specialist is a new but key resource in the sales & marketing organization for EValue. The primary objective for the resource will be to help drive new sales by the qualification and development of marketing and sales generated leads.

The role will engage with existing customers and qualified sales leads, as well as guiding customers to the EValue products that best meet their needs and coordinating with internal resources to address customer queries.

The preferred candidate will have Financial Services experience, a strong network within this industry (or the ability to develop this) and be capable of quickly developing relationships with key clients to secure interest.

This role would suit a collaborative, structured and hungry candidate who is passionate about relationship building, and sales.

What you will be doing

- Own the flow of leads through our lead channels including events, web leads, inbound phone leads, referrals etc
- Cold call prospective lists of existing customers or new clients who have been identified as potential targets
- Ensure a high level of liaison with other departments & staff to ensure co-ordination of activities. Executes on and provides regular reports on results of lead generation projects and activities.
- Makes outbound contact to existing and prospective customers to identify sales opportunities, promote relevant marketing/sales promotional programs and initiate the sales process.
- Responsible for entering and maintaining lead data into our customer relationship management database.
- Pipeline Building - and categorisation - for future opportunities
- Market intelligence and feeding back areas of development
- Reporting performance stats weekly and monthly
- Facilitate early stages of sales cycle / qualify potential leads before passing over genuine business opportunities to the appropriate Sales Specialist or New Business Team for next steps.

- Ensure you have a strong understanding of competitor products and services and how we can successfully position ourselves against them
- Follow up on leads in the time scales agreed
- Be organised and ready with a plan for each call "preparation"
- Supporting the sales individuals by maintaining up-to-date data in the CRM system.

Required knowledge and experience

- Proven track record generating leads through multiple channels
- Proven experience in outbound cold-calling, receiving inbound sales calls and enquiries
- Possess strong qualification methods to assess level of interest and purchasing capability.
- Be an excellent communicator (both written and verbal), adaptable, and determined, and should have the drive to reach and exceed targets.
- Being accustomed to using a CRM database, you'll be accountable for accurately logging and prioritising your work
- Desire but not essential, experience within the Financial Services industry

You'll get full training and all the support you need to get to grips with our products and services, so you can be confident in recommending the right solutions to our current and future clients.