



**#BeAGameChanger**

## **Business Development Executive**

**Location: Rainton Bridge, Sunderland, UK**

### **Overview**

WorkCast are a rapidly growing technology company based in the North East, UK, and Seattle, USA. We create a world leading webinar and virtual event platform used by major organisations including Sony, Elsevier, Wiley, Nature Magazine, Barclays, Gartner and Standard life. Our outstanding product and amazing team make webinars and online events a far richer and more accessible experience for attendees and remove the barriers for Marketers to run and benefit from webinars.

### **Package - Highly competitive salary + Commission**

WorkCast offer an amazing package with many benefits.

We provide a fun environment with monthly company social activities, excellent pension scheme, life insurance and excellent holidays. We provide free snacks, drinks, fruit and breakfast. You have complimentary access to Perkbox with a huge amount of savings available.

### **Job Description**

This is a development role where you will ultimately manage and develop your own sales Pipeline and have a choice of two progression paths; grow and manage your own business, or grow your pipeline and manage a team.

Initially you will be first point of contact for inbound leads, qualifying them and focusing on improving conversions. You will also be responsible for growth into new divisions of existing client brands and work in conjunction with the Global New Business and Customer Success teams in order to achieve this. You must be driven to succeed, confident in communications, be a team player and show a keen willingness to learn technology and industry trends.

## Key responsibilities

- Provide baseline research of targeted accounts to identify key contacts and critical account information prior to prospecting call
- Making calls and initiating conversations with the correct contact in appropriate organisations to build, develop and manage pipeline
- Prospect into new divisions of existing or new organizations via warm-calling, networking, e-mail/e-marketing, LinkedIn
- Articulate the Company's value proposition to correct decision-makers and assess buying interest
- Using training resources, qualify all sales leads based upon specific lead qualification criteria definitions
- Implement the superior customer service relationship with prospects from the very start of the sales process and remove any barriers customers may have towards buying WorkCast
- Become a champion on the WorkCast's product, focussing on the values and benefits of the service along with the technicalities behind it, to successfully introduce and close potentially complex sales
- Build and grow a pipeline that allows targets to be achieved and gives forward momentum and insight into future sales
- Achieve or exceed targets of booked meetings & revenue on a weekly/monthly basis
- Provide weekly activity report to management, including revenue forecast and planned actions to close opportunities
- Continuously and proactively self-educate on the online events industry through key information sources such as blogs, articles and eBooks. Focus should be on industry developments, competing products and competitor activity. Use this knowledge this to become a reputable expert within a growing industry.
- Engage with social media platforms, create alerts on keywords, research topics and share information with individuals responsible for producing WorkCast content i.e. Marketing department
- Engage in the Product Management process, testing and customer use cases to understand WorkCast and what we do for customers. Understand the problem we solve and use this knowledge to win sales but also feedback into the product developments and future direction.

## Requirements

- 3+ years business experience
- Proven ability to learn fast and implement quickly
- Sound understanding of, or background in, technology
- Experience working to tight deadlines, targets and under pressure
- Evidence of ability to build new client relations in a wide range of industries and businesses
- Excellent communication skills in writing, speaking, listening and warm-calling
- Solid understanding of social media tools and vehicles including LinkedIn, Twitter & Blogs

## Person Specification

- A self-motivated, proactive individual who is comfortable working to targets independently and within an entrepreneurial environment
- Confident selling complex solutions and services within technology
- Holds excellent and confident interpersonal and presentation skills with the ability to portray a strong professional image
- Has strong but subtle negotiation skills with a consultative approach
- Comfortable and confident in both a sales and account management environment
- Holds a strong team ethic with the ability to collaborate with a diverse range of people
- Team Player

If you are interested please drop us an introductory email with your CV to [rachel.charlton@workcast.com](mailto:rachel.charlton@workcast.com).