



Business Development Executive

Team:	Marketing
Reports to:	Head of Business Development
Contract Type:	Permanent, Full Time
Location:	Friars Bridge Court, 41-45 Blackfriars Road, London, SE1 8NZ

About Reevo

Reevo is a pioneer of dynamic ratings & reviews solutions. The Company has developed a leading cloud-based platform, managing the collection, display and analysis of consumer generated, product and service related content for multichannel brands and retailers. The Reevo approach is totally different and delivers far better results – that’s why so many brands and retailers are joining us! Founded in 2005, Reevo now counts more than 200 brands as its customers, including Ford, Lenovo, Acer, Lexus, Volvo, BEKO, Nissan, Mothercare, Dell, Hyundai, Europcar, British Gas and O2 to name but a few.

Role Description

The primary function of the Business Development Executive is to proactively and systematically prospect new business opportunities in assigned industry verticals. Reporting to the Business Development Manager the post holder will execute vertical-specific campaigns to penetrate enterprise target accounts, leading to sales activity and business opportunities.

Responsibilities

The principal responsibilities of this position include:

- Identify decision-makers and influencers, prospect through email, cold calling and social media within targeted leads to begin sales process
- Create and deliver qualified opportunities in Salesforce to relevant sales teams in your vertical whether it’s face to face or via WebEx to generate sales revenue
- Ensure follow-up by passing leads to Sales Managers with calls-to-action, complete profiles, sources, etc through Salesforce.
- Execute and achieve weekly activity and calling metrics
- Set up sales presentations, product/service demonstrations for Sales teams to follow up.
- Maximise all sales opportunities as defined by manager on a quarterly basis
- Establish customer needs by building rapport and using effective questioning techniques in order to match to Reevo product and service offerings
- Utilise Marketing Automation System (Pardot) to send prospecting emails to a small number of leads and social media
- Build vertical domain knowledge

Skills & Experience

This position requires the following minimum skills and experience:

- Experience of telephone sales, resulting in successful closure of call, preferably gained in a B2B context
- Excellent communication skills, confident, good presentation and negotiation skills
- Demonstrable experience of working to achieve sales targets and to meet deadlines
- Computer literacy (Excel, Word, PowerPoint, Salesforce)
- Strong team work and influencing skills, the ability to work with other departments to achieve objectives within tight time frames

Reevoo is an Equal Opportunities Employer.

Please note: we can only consider applicants with the current legal right to work in the UK.