

| Job Description: Sales Executive/Business Development Consultant |   |
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| Location   | Based at London office with occasional home working   |
| Hours per week   | 38.75 hours per week, Monday – Friday.  |
| Reporting to   | Senior Business Development Manager   |
| Purpose of the role  | To develop and maintain sales of Food Alert services and products, including eLearning, Alert65 and consultancy services.   |
| Key responsibilities   | <p>Sell Food Alert services through:</p> <ul style="list-style-type: none"> <li>• Developing a detailed understanding of Food Alert products and services</li> <li>• Researching and sourcing potential business opportunities and contacts (including cold calling)</li> <li>• Generating leads and identifying new opportunities in order to increase sales to new prospects</li> <li>• Setting up meetings for yourself and others in order to pitch products and services, either in person or over the phone</li> <li>• Following up on inbound leads within set timeframes</li> <li>• Following up on outbound campaigns via email and phone</li> <li>• Logging all activity on Salesforce, ensuring that all leads and opportunities are kept accurate and up to date</li> <li>• Drafting contracts and service agreements</li> <li>• Liaising with the Contracts manager and Finance team to ensure that all new sales are finalised within appropriate timeframes</li> <li>• Working with the support of the marketing team in specific lead generation events including webinars</li> <li>• Acting as a point of contact to new clients post sales</li> <li>• Other responsibilities relevant to the purpose of the role as required by the line manager</li> </ul> |

| Person Specification |   |
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| Experience           | <ul style="list-style-type: none"> <li>• Proven experience in a sales or business development role</li> <li>• Experience of selling products or services to the hospitality sector (desirable)</li> </ul>   |
| Competencies         | <ul style="list-style-type: none"> <li>• Able to build relationships with clients and prospects, maintaining a consultative and professional approach</li> <li>• Able to quickly understand new concepts, products and services and to match these with clients needs</li> <li>• Confidence in learning new software platforms and being able to demo these to clients and prospects</li> <li>• Excellent pitching and presentation skills, with the ability to adapt your approach to suit your audience</li> <li>• Excellent communication and interpersonal skills</li> <li>• Strong organisational skills with the ability to follow up on leads quickly</li> <li>• Excellent customer service and account management skills</li> </ul> |
| Specific knowledge   | <ul style="list-style-type: none"> <li>• Computer literate in relevant packages (Word, Outlook, Excel, Salesforce, CRM systems)</li> <li>• Some understanding of the hospitality sector and food safety/health and safety environment would be advantageous</li> </ul>  |