

## **JOB DESCRIPTION**

### **JOB TITLE: Business Development Manager - Vismo**

#### **PURPOSE OF JOB:**

To generate new, well qualified sales leads, nurturing them directly through to sale or passing to the US sales team where required. The overarching goal is the generation of new business revenue through effective proactive outbound calls & other close contact sales activity such as the use of Lead Forensics, Live WebChat and LinkedIn.

To always represent Vismo and its values in the best possible light, our goal to be a trusted advisor to all our clients. As Vismo is still a relatively new and small business, one rich with opportunity, you may from time to time need to assist with other tasks to ensure the best possible customer service is delivered at all times.

#### **Key Responsibilities**

##### **Sales Planning**

- In conjunction with the US Business Development Director, plan and schedule the monthly activity and revenue targets for new business growth.
- Plan daily, weekly and monthly tasks to ensure selling time is maximised and activity and revenue targets achieved.

##### **New Business Revenue and Appointment Generation**

- To research potential customers and prepare call structure so productive, high quality telephone calls and LinkedIn approaches are made to potential customers.
- Collate and communicate information gathered during all sales engagements, input these into CRM and effectively communicate salient intel and/or questions arising to the sales team.
- Develop high quality, trusted customer relationships and close business over the phone/webinar where possible.
- To develop multiple points of contact including influencers and decision makers, helping extol the benefits and ROI of Vismo's products and services.
- To be aware of and develop, commercial opportunities at all times.
- Where significant (larger or more strategic) opportunities are identified, make qualified appointments with the appropriate contacts in an organization.

##### **New Customers Revenue from Expansion**

- To contact by telephone and other means, accounts you bring on to continue to build and grow wider account opportunities.
- To develop multiple points of contact including influencers and decision makers, helping extol the benefits and ROI of Vismo's products and services.
- To escalate any customer service issues uncovered to the relevant Vismo team member.

##### **Quotes and Sales Administration**

- To ensure that all business is negotiated on the best possible commercial terms, and in a timely and professional way.
- To produce customers quotes and supporting documentation for customers within agreed timescales through Dynamics, paying close attention to detail and accuracy.
- Provide Feedback from customers regarding competitors, or feedback on our product offering to the Global Sales Director.

**Customer First**

- To provide additional support for customers as required, for example incoming sales calls, technical support and customer services, depending on office staffing levels. Taking detailed messages and informing the right Vismo team member
- To pass on leads to other sales offices / sales teams as appropriate.
- Any additional duties within the level of competence as requested by the Managers or Directors of the company.

**Quality**

- To ensure that all procedures are adhered to as stipulated in the Vismo Quality Procedures and Quality Policy in accordance with the ISO 9001:2008 and ISO 27001:13 standards.