



## Job Title

# Business Development Executive

## About Us

Campaign Master (UK) Ltd. is a leading email marketing software and services provider. We provide a robust, reliable, online email marketing application for professional marketers to promote their business via email and online tools. We are looking for hard working, personable people to join our friendly, hardworking team and to grow our portfolio of fantastic clients.

## Role and Responsibilities

Your focus is to generate qualified, new business meetings for the BDM's to follow through and win new business.

Your duties will include:

- Sourcing own new leads
- Managing own sales activity using Campaignmaster's CRM CDataManager
- Assisting the BDM's with follow up sales processes
- Generating new business meetings predominately via cold calling but will also be through trade shows, sales team events and marketing campaigns
- Expected to make between 70 – 100 cold calls per day
- Providing weekly and monthly forecasts or as requested
- Writing clear, concise emails to prospects
- To consistently maintain high activity levels in cold calling with a target of 8 – 10 new business meetings per week

## Position Type

Full time  
37.5 hours per week

## Department/Group

Sales

## Location

Harrow on the Hill,  
North West London

## Level/Salary Range

Negotiable and dependent  
on skill and experience

## Benefits

- Company Pension
- 25 days annual leave
- Regular team social events
- Uncapped commission
- Target incentives

## Role Requirements

You will be selling a world class email marketing solution, so digital marketing should be of interest to you. You will be trained on how to use our applications in order to sell the benefits of working with Campaignmaster to a range of marketing professionals.

Cold calling forms the bulk of this role so previous experience of this is advantageous. You should be PC literate with the ability to use Microsoft Office (2010) to a good standard.

You should have a clear, articulate telephone manner and great English verbal and written skills. You should be comfortable in conversing with all levels of marketing and IT staff, being polite and courteous and able to build a good rapport quickly.

## Additional Notes

We are looking for enthusiastic, pro-active, rapport building sales people who enjoy cold calling and understand its' importance in generating new business meetings. Successful candidates have the opportunity to progress into a full field sales role.