

## Job Description

Designation:	<b>Business Development Executive</b>
Responsible to:	<b>Sales Director</b>
Salary range	<b>£35,000 upwards</b>
Car allowance	<b>Yes</b>

We also offer training and career development, contributory company pensions scheme, 20 to 25 days' holiday along with additional Christmas closure, child care vouchers, death in service benefits, access to critical illness cover, summer outings and Friday drinks.

### **Main Duties and Tasks (this is not an exhaustive list)**

The position is within the existing sales team and reports directly to the Sales Director. This is an important role within as unlike some, you will be encouraged to build a business within a business and will therefore be required to

- Prospect for new business within the Private and Corporate market sectors – during in the early stages of the role this will take up most of your time
- Use existing Public-I clients to leverage opportunities –approximately 20% of your overall sales time.
- Work closely with the business research team to create marketing plans and campaigns to generate new business leads
- Create a realistic sales strategy with the Sales Director. You will be responsible for delivering the agreed plan.

You will be targeted on an 80% new and 20% existing business ratio.

Public-i predominately gain their business from the public sector and with our Webcasting/Streaming product (Connect) we are current market leaders.

Our plan is to gain new business from the Private and Corporate market sectors and the successful candidate must be able to demonstrate experience in achieving this.

*Primarily therefore, this role is aimed at the development of new business and if this isn't you read no further.*

### **Skills**

The role requires a range of skills, some of which are set out below: -

- Can do aptitude
- Good written and verbal communication skills
- Good business acumen
- The ability to sell solutions as well as products
- When selling, an eye for looking at the “bigger picture”
- An understanding of good business planning
- Good time management and task prioritisation skills - focus
- A good understanding of Audio Visual and associated technologies

We also expect the candidate to have strong presentation and business tactic skills

You must be able to work alone at times, think strategically and holistically about your selling but also the company.

Good ethics and integrity are requirements of all our employees and we will be looking for a candidate that will fit with our business ethos and culture.

UK travel is required within this role and you should have a full, clean driving license and can plan your journeys in accordance with safe driving practice and the needs of the business. The work will be a mixture of on the road and desk based. Working from home to save unnecessary travel is encouraged but you will be expected to spend a large amount of your time on the road meeting potential clients.

## Help and support

To help our sales people achieve targets, Public-i operates its sales approach with dedicated pre-sales technicians. The sales person will, when required, involve the pre-sales technical sales support. Their role often involves, design, writing technical documents and formulating costing sheets.

Small orders – minor complexity or lower value items can be passed to the Small Orders desk freeing up valuable sales time for larger and/or more strategic business development.

Lead generation – Public-i also operates its own internal lead generation which all the sales team have access too.

Public-i attend several trade shows which you will become involved with. You will be encouraged to find other trade or events to exhibit or attend as part of the pursuit of new business development.

## About Public-i

Public-i is a leader in the local government sector for Webcasting and Audio Visual solutions.

Our AV department has grown quickly since its conception and wants to expand its offering outside the Local Authority market.

This is an exciting opportunity for the right person and a genuine chance to develop and improve your business acumen and continue your career development – moving potentially into management.

Like many technology companies we have a sales and operations department enabling us offer a complete turnkey solution.

Uniquely we have our own software development team who continue to develop and support our successful Webcasting platform – Connect. We also have our own in-house Crestron programmer and together with the development team we can provide a level of integration often difficult for others to achieve.