

Job Title	Business development manager	Role	Permanent, full time (9-5)
Reports to	Senior sales manager	Place of work	Ipswich (mainly office-based)

About Inform Direct

Inform Direct is a multi-award winning online company secretarial software solution, supporting over 300,000 UK companies. Our mission is to take the mystery out of company secretarial work, helping businesses and their accountants manage statutory filing and keep their records up to date.

We strive for excellence in everything we do, both in developing amazing product features and providing unparalleled support to our customers. Continued growth means we have opportunities for passionate individuals who share our commitment to quality to join our Ipswich-based team.

Job summary

The business development manager will identify, qualify and close new customers for our award-winning SaaS company secretarial software. Principally phone-based, you'll be calling accountancy firms and other selected prospective customers, responding to incoming leads quickly and effectively, establishing a need for the product and managing the sales cycle through to completion.

There are excellent growth opportunities for the right candidate both professionally and financially.

Principal responsibilities

- Respond to new leads quickly and professionally
- Regular outbound calls to targeted prospects
- Communicate and sell the benefits and value the product offers potential customers
- Be conversant with key features, able to answer questions and demonstrate the product
- Build a strong pipeline, manage the sales cycle and close new business
- Meticulously manage prospect data within our CRM system
- Represent the company at events and exhibitions
- Collaborate with marketing, product and customer service teams to achieve business goals
- Work towards monthly targets and KPIs
- Attend sales meetings and keep management up to date with progress, issues and successes

Skills and experience

- Proven track record of selling products or service solutions over the phone
- Experience selling B2B to directors, partners or C level
- Enthusiastic, self-motivated and focused on meeting and exceeding targets
- Strong interpersonal skills with ability to build rapport with a customer over the phone
- Outstanding communicator, both verbally and in writing
- Able to learn new information quickly and relay this to customers
- Persuasive and solutions-oriented
- Strong systems, processes and CRM focus
- Experience with SaaS platforms or software sales highly desirable
- Experience with accountancy, legal, financial or professional services industries desirable

The right candidate will

- Demonstrate clear intelligence in varying their sales approach and messaging with different customers
- Display excellent drive, recognising that the best results come from consistently going the extra mile
- Always bring passion and positivity, actively looking to learn from experience to enhance their success
- Exhibit the technical acumen to extract incredible value from a well-managed CRM database