

Role: Business Development Representative

Team/Location: Experience Sales – Saltash/Plymouth Hybrid or US

Reporting to: Head of Business Development

Job Level: 3

Purpose...

To drive the generation of new leads and develop business growth campaigns for Hemsley's range of learning products, technologies, and services. Utilizing various channels, both through self-initiated efforts and responding to incoming inquiries, the focus will be on nurturing and expanding business relationships to maximize revenue opportunities. This role demands a quick, precise, and insightful engagement with new customers, ensuring value is added to our client interactions.

You will leverage your experience in building a robust network of personal contacts, to effectively employ social selling techniques and achieve activity-based targets and KPIs.

You will be...

A motivated and proactive professional, focused primarily on lead generation and the development of business growth strategies. Your role will be integral in expanding our reach in both virtual and face-to-face settings, as well as through written communications.

Committed to innovation and excellence, with a keen eye on key performance indicators related to lead generation and campaign effectiveness, rather than sales-based revenue targets.

Experienced in understanding market dynamics and client needs, with a skill for crafting compelling strategies that resonate with our target audience. Your commercially savvy approach will be key in developing initiatives that align with both our business goals and client expectations.

A collaborative and inquisitive team member, always eager to explore new ways to enhance our lead generation efforts and business development tactics. Your enthusiasm and dedication to driving success through teamwork will be a pivotal part of your role.

The role is...

- Primarily focused on generating new leads and initiating business development campaigns. This involves engaging with potential clients, assessing their needs, and nurturing these contacts to foster interest in Hemsley's offerings.
- Pro-actively reaching out to both new and existing clients to enhance their understanding and interest in Hemsley's products, technology and services, thereby laying the groundwork for potential future sales opportunities.
- Collaborating closely with Sales and Marketing teams to synchronize and optimize lead generation and business development activities across all available channels.
- Employing a diverse, multi-channel strategy to engage and captivate your target client base, including arranging targeted demonstrations of our products, technology and services to showcase their value and utility.
- Innovatively utilizing social media, prospecting tools, emails, and other media channels to cut through market clutter and establish new client relationships.
- Leveraging your deep understanding of our products and the market to engage prospects effectively, using insightful queries and demonstrations to generate excitement and interest in working with Hemsley.
- Adhering to a structured prospecting process and internal workflows, focusing on creating consistent and dependable lead generation outcomes.
- Proactively using our HubSpot system to effectively manage and nurture relationships and opportunities, with an emphasis on building a robust pipeline for future business possibilities.

You will have...

- Demonstrable experience in identifying and engaging new prospects, with a focus on generating business opportunities rather than direct sales conversions.
- A strong capability to thoroughly understand client needs and effectively match them with Hemsley's solutions, ensuring a high potential for future business engagements.
- Strong sales prioritization skills allowing for effective management of a robust pipeline of prospects, whilst also keeping track of various leads and their stages in the business development process.
- An understanding of or willingness to learn about the full range of Hemsley's offerings, coupled with the confidence to recommend the most suitable solutions for diverse client challenges.
- A creative and innovative mindset, eager to collaborate with the Innovation Team in developing new product lines that could open up additional business avenues.
- The ability to independently manage your own performance and productivity, thriving in a competitive environment where lead generation and business development are key.
- Experience in using CRM systems for effectively managing the lifecycle of business leads and maintaining detailed records of business development activities.

- Exceptional and proven communication and influencing skills, ideally in a business-to-business environment where you have engaged with both potential clients and internal stakeholders.

Success in the role is...

- Achievement of business development KPIs through effectively generating a substantial number of new leads and business opportunities, demonstrated through a collaborative and cross-functional approach that aligns with Hemsley's ethos and working culture ('1HF').
- Successfully engaging potential clients and sparking their interest through compelling and informative demonstrations, leading to a significant increase in lead generation and business opportunities.
- Actively identifying and pursuing commercially significant opportunities that could lead to future business development and growth.
- Gaining a comprehensive understanding of the full spectrum of Hemsley's products and services, enabling you to effectively communicate their value to potential clients.
- Embodying and upholding the core values of Hemsley, being a true partner to both colleagues and clients, and setting a standard of excellence and integrity in all professional interactions.

Role specific KPIs

This section is a supplement to the job Role Profile and is intended to set out the performance expectations of the role. Post holders will be responsible for always achieving role specific Key Performance Indicators (KPIs).

Achievement of KPIs on a continuous basis will form part of ongoing performance conversations and will be measured weekly, monthly or quarterly as appropriate. They will also be reviewed formally at quarterly intervals as part of the Performance Enablement process.

KPI	KPI Category (e.g., Customer/ Financial/Internal/Qu ality)	Expectation/Measure	Measurement Frequency (Weekly/Monthly/ Quarterly)	Exceptions
Proactively cultivate Marketing Qualified Leads (MQLs) Generate Sales Qualified Leads (SQLs) Develop Business Development (BD) campaigns	Customer	<ul style="list-style-type: none"> (Grow) Cultivate Marketing Qualified Leads (MQLs) through targeted content and personalized engagement. Measure success by tracking conversion rates, lead quality, engagement metrics, and follow-up timeliness for ongoing strategy refinement (Win) generate SQLs through proactive outreach and strategic nurturing. Track success by lead qualification rate, conversion to opportunities, alignment with targeted profiles, and direct feedback from the sales team 	Monthly Weekly	<ul style="list-style-type: none"> % agreed will be dependent on active sales stages and sales cycle
Meet or exceed your annual target in line with the House Strategy	Internal	<ul style="list-style-type: none"> Work towards meeting and then exceeding your annual target by generating leads for a blend of products and that lead to closed deals 	Quarterly	<ul style="list-style-type: none"> Missed targets will prompt a review of your activity. Target % + 'activity record' will determine your performance level
Updating CRM	Internal	<ul style="list-style-type: none"> All active opportunities are accurately updated in CRM by the second and last Wednesday of each month (weekly would be preferable but biweekly is critical) All client conversations to be logged as 'Meeting Held' within 48 hours of conversation happening All opportunities must include a detailed 'provenance' record using the latest coding from Marketing 	Monthly Weekly Weekly	<ul style="list-style-type: none">

Maintain Forecast Report	Internal	<ul style="list-style-type: none"> To reconcile full forecast report to ensure 100% of deals (SQL) are matched to CRM for current month and quarter. CRM to be updated in line with correct figures. 	Weekly	
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