

## Business Development Executive (BDE)

**Date:** 15-May-2021

**Location:** Egham, Surrey, UK

**Company:** Webtrends Optimize

At Webtrends Optimize we help businesses increase online conversions. To maximise the ROI from their website and other digital assets with informed, data-driven decisions. With our simple approach and market-leading technology we enhance digital experiences and allow experimentation without restrictions, with an absolute focus on the customer at all times.

One size very rarely fits all, and that ethos is at the core of everything we do. It's why we offer a SaaS solution, a Managed Service or a hybrid of the two. Why we work with both agencies or directly with clients. And why all of our testing, personalisation and experimentation tools & features are available to every one of our clients and partners, with no hidden tiers or upgrades required.

Life at Webtrends Optimize is dynamic and full of opportunities, fusing the energy and enthusiasm of a start-up with the heritage of a well-established product, and the knowledge of a hugely experienced team that know the industry inside out. We can offer you the chance to create, learn and innovate; and also offer a flexible benefits package with a range of options to match your lifestyle.

### Position Description

The primary role of an ISR is to support the Territory Manager and Account Manager in their dedicated vertical market. The individual goal of an ISR is to build a qualified sales pipeline of client meetings through cold calling, email and LinkedIn, using pre-defined target lists as well as follow-up to marketing activities.

### Primary Responsibilities

- Generate 3 qualified meetings a week for the Territory Manager
- Generate 5 new WebEx demonstrations to new clients a week
- Using own initiative to generate contacts and leads through sites such as LinkedIn, Blogs etc.
- Qualify prospective leads from website referrals, in-bound calls and other Marketing programs
- Working with the Webtrends Optimize Account Managers to identify existing accounts that they can call into to generate interest for new opportunities
- To rigorously update and maintain the CRM system with their daily activities
- Provide internal support to the Territory Manager and Account Manager for clients if required
- To keep updated on the Webtrends Optimize solutions through internal discussions with Sales Engineers, Product Managers and Consultants

### Interaction

This position is both externally and internally facing. The successful candidate must be able to build and maintain strong and professional working relationships internally with members of the Account

Management, Field Sales, Marketing and Sales Operations, and externally with customers and all others he/she may come into contact with.

### **Required Skills**

- Strong oral communication skills and the ability to have well-structured conversations with multiple people within target accounts to triangulate information to prove its accuracy
- Demonstrate PC literacy and excellent written, organisational skills and interpersonal skills
- A self-starter with the ability to work independently and to understand/match customer needs to company products/services

### **Preferred Skills**

- Experience with CRM and Microsoft applications preferred

### **Working Conditions**

- The position is located at our UK Head Quarters in Egham, Surrey, UK
- Travel is minimal
- The job involves extensive time working at a computer
- Candidate must pass background check

### **Position Type**

- Regular/Permanent, Full-time 09:00-17:30