

Job Description	
Job Title: Market Development Executive	Division/Department: Sales
Job Grade:	Office/Location: Redditch
Responsible to (Line): Market Development Manager	Responsible for (Line): N/A

**Purpose / Role**

As a Market Development Executive, you will be responsible for outbound calling, using a database of major energy users in the UK, building relationships over the phone and securing new business appointments.

Additionally, you will be responsible for the account handling of inbound sales enquiries from other divisions within our business, our digital platform, and our partner channels. This will involve appraising sales lead details and BDM diaries to effectively coordinate appointments.

**Key Responsibilities**

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- Market development
  - Qualify market data and new leads by calling prospective customers
  - Identify new business opportunities through promoting our solutions
  - Challenge and overcome objections from gatekeepers/key decision makers
- Appointment setting
  - Accurately maintain Business Development Manager diaries
  - Effectively schedule and record appointments on calendars and the CRM system
- Account handling
  - Swiftly respond to all inbound leads and enquiries, communicating professionally, confidently and respectfully
  - Effectively resolve all inbound queries, with prompt referral to subject matter experts as required
- Effective data management
  - Ensure accuracy of all data recorded on the CRM
  - Ensure that all new leads are added and activities are set for the relevant BDM
  - Accurately record information relating to all calls, providing clear notes for colleagues

**Essential Skills**

- Previous experience in an outbound, b2b calling telephone based role
- Excellent telephone communication and interpersonal skills
- Able to listen and question effectively
- Good attention to detail
- Demonstrable initiative and enthusiasm
- Ability to work under pressure to individual targets
- The aptitude to understand complex information and present to customers with clarity