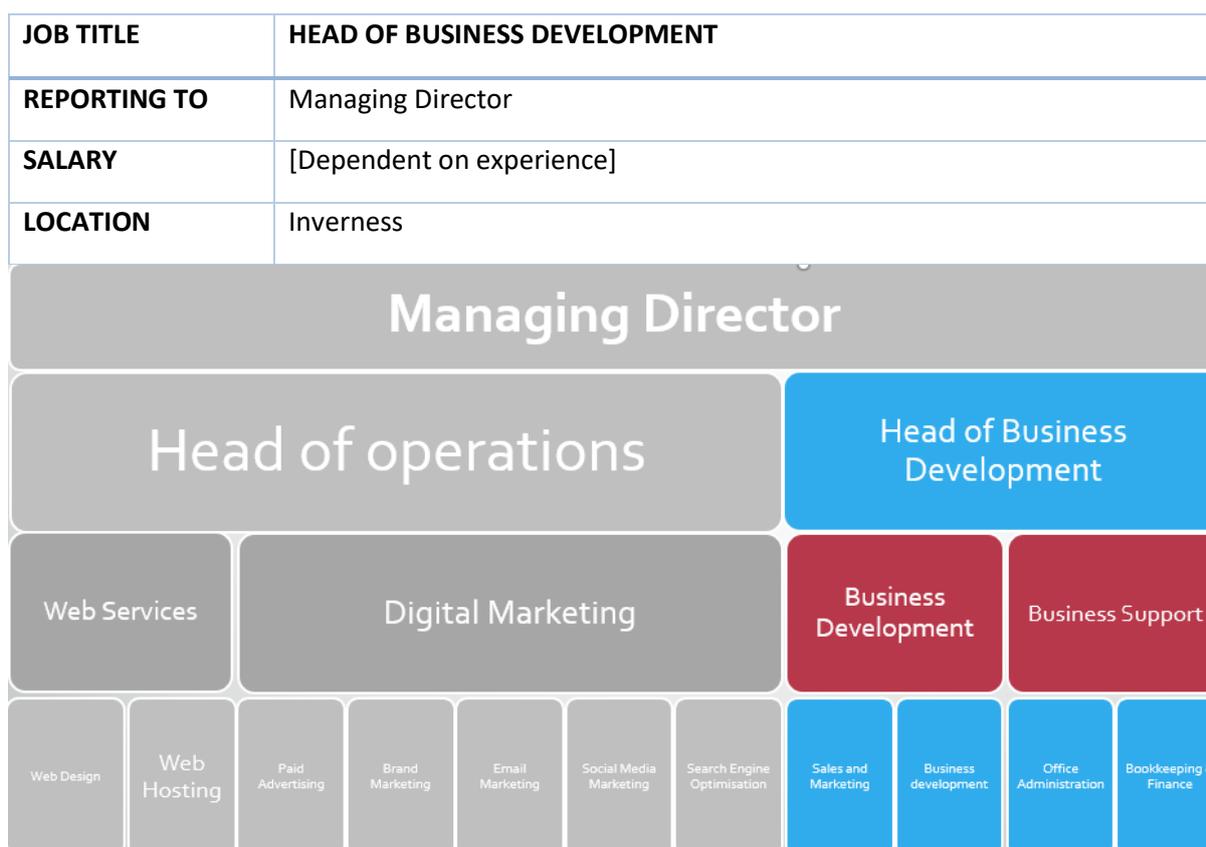


COMPANY INFORMATION

teclan ltd is one of the UK's leading Digital Marketing Agencies, specialising in the generation of sales and conversions through digital channels for online merchants and businesses across the UK and beyond.

ROLE OVERVIEW



You will be responsible for the development of new and existing business opportunities for the organisation to ensure the ambitions and growth targets are achieved.

The post holder will provide a high level of customer focussed sales and marketing activities, yielding new business opportunities from existing clients as well as developing and delivering new client sales and opportunities.

A key part of this role will be to bring fresh thinking to teclan's work in this field and make a positive contribution to teclan's continuous development as a progressive organisation where staff are empowered to use their full potential to benefit Scotland's economy. This is in line with our people values.

KEY RESPONSIBILITIES

1. Prospect for potential new clients and turn this into increased business.
2. Cold call as appropriate to ensure a robust pipeline of opportunities.
3. Meet potential clients by growing, maintaining, and leveraging your network.
4. Identify potential clients, and the decision makers within the client organization.
5. Research and build relationships with new clients.
6. Set up meetings between client decision makers and company's practice leaders/Principals.
7. Plan approaches and pitches.
8. Work with team to develop proposals that speaks to the client's needs and objectives.
9. Participate in pricing the solution/service.
10. Handle objections by emphasizing agreements and working to a positive conclusion.
11. Use a variety of styles to persuade or negotiate appropriately.
12. Present an image that mirrors that of the client.

Client Retention

1. Present new products and services and enhance existing relationships.
2. Work with technical staff and other internal colleagues to meet customer needs.
3. Arrange and participate in internal and external client debriefs.

Business Development Planning

1. Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends.
2. Present to and consult with mid and senior level management on business trends with a view to developing new services, products, and distribution channels.
3. Identify opportunities for campaigns, services, and distribution channels to increase sales.
4. Using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators.

Management and Research

1. Submit weekly progress reports and ensure data is accurate.
2. Ensure that data is accurately entered and managed within the sales management system.
3. Forecast sales targets and ensure they are met by the team.
4. Track and record activity on accounts and help to close deals to meet these targets.
5. Work with marketing staff to ensure that prerequisites (like prequalification or getting on a vendor list) are fulfilled within a timely manner.
6. Ensure all team members represent the company in the best light.
7. Present business development training and mentoring to business developers and other internal staff.
8. Research and develop a thorough understanding of the company's people and capabilities.
9. Understand the company's goal and purpose to continue to enhance the company's performance.

For developmental or operational reasons this role may occasionally contain some elements of work that are either more or less demanding than described above.