

## **Business Development Manager (Consumer Data & Lead Generation)**

**(MUST BE UK BASED)**

**Location:** Swindon, SN5 7EX.

(Remote working available depending on location but office based is ideal.)

**Salary:** £30,000-£40,000 per annum

(1<sup>st</sup> year OTE of £50,000-£60,000, 2<sup>nd</sup> year OTE £60,000-£80,000)

**Hours of Work:** Monday -Friday 9am-5.30pm

### **About the Company:**

*Do you currently work selling online/offline lead generation or data to call centres?*

*Have you worked in direct marketing data sales before?*

*Are you working as a sales team manager in a call centre, and have extensive knowledge of dialers and reporting but fancy a change?*

Choose Leads is a whole of market data agency. Our clients are call centres ranging from 10-300 staff. With over 150 sources of data Choose Leads is a market leader in its field supplying consumer data and leads to call centres in sectors such as Utilities, Life Insurance, Finance, Travel, Gaming, Wills, Pensions, and Mortgages. Choose Leads aim is to provide data to call centers that gives them the desired conversion to sale, in whatever field they are selling. Our job is made easy by the performance reporting we produce and the sales support and compliance we have - we just need another member of the team to help us with our growth plans!

Choose Leads is a small team where we all work hard to ensure targets are hit. Our reputation as a reliable and trustworthy leads and data supplier is paramount to all of our sales. Our offices are based in Swindon so would preferably require someone who could come into the office every day, but this is negotiable depending on your location.

### **Business Development Manager Responsibilities:**

- **Researching and prospecting new businesses within the call centre arena.**
- **In the first 0-6 months a majority of the day will be calling new businesses and searching for opportunities.**
- **Creating bespoke proposals, using existing performance reports from other clients to enhance suggested data plans for new clients.**
- **Arranging meetings with new and existing clients.**
- **Account managing and growing your existing client base after the initial new business period.**

- **New business will always be a part of the job but the longer you are a member of the team then smaller % that becomes as you will be account managing and nurturing clients to retain and grow their spend.**

**Business Development Manager Requirements:**

- At least 5 years' experience in B2B sales if selling data, OR 5 years+ B2C if running a sales team/dialler
- Relevant experience in direct marketing and data sales
- Hungry to build a portfolio of clients by focusing on new business and growing these to become key accounts
- Friendly and positive manner
- Can-do attitude
- Excellent telephone manner
- Strong written and verbal communication skills
- Full UK Driving Licence and access to own vehicle (visiting clients for meetings is a regular part of the month so having a car would make this easier)

**Business Development Manager Benefits:**

- 21 days holiday, plus Bank Holidays
- Team experience days
- Bonus scheme

**If you think that you are suitable for this Business Development Manager role, please apply now!**

**Please send your covering letter and CV to: [julie.blakeman@chooseleads.co.uk](mailto:julie.blakeman@chooseleads.co.uk)**