

26/01/2018 – Business Development Executive - Commercial Sales

Based in our Head Quarters Office - Romsey

Company Overview:

Japanese Knotweed Ltd specialise in the survey, control and removal of Japanese knotweed. Knotweed is a non-native invasive plant species which if left to grow untreated can spread with the potential to cause damage to surfaces, walls and buildings. Japanese knotweed on or near a property can result in a loss of property value. It may also cause a nuisance to neighbours simply by its presence or from encroachment into neighbouring properties.

If a knotweed affected property is being sold the buyers lender is quite likely to require a specialist knotweed survey and a Knotweed Management Plan (KMP) with a treatment programme or instant removal via excavation and guarantee. If a commercial site is being developed the client will need a survey and a KMP, which quite often includes for the excavation of knotweed.

We provide these surveys, chemical (herbicide) treatment programmes, immediate excavation options and guarantees. We operate throughout the UK. Our clients include property developers, construction companies, large corporate organisations, local authorities, housing associations and private home owners.

Marketing and Business Development Team

The team is responsible for outwardly representing our company and our visibility and standing in the market place, attracting new leads and building relationships with existing customers. Marketing activities are predominately digital and include; the Website, Pay-Per-Click (PPC) advertising and Search Engine Optimisation (SEO). The team delivers on a business development strategy to expand its customer base, exploring new customer and partnership opportunities.

Role Overview:

Working as part of an office-based Marketing and Business Development Team you will possess the sales experience and skills to be responsible for increasing the number of commercial enquiries received into the business. You will:

- Prospect and identify new sales leads.
- Contact leads to provide awareness and pitch interest in our services.
- Maintain and develop relationships with existing customers to explore new opportunities.

Key Details:

This position comes with a competitive salary, subject to experience. This is a full-time role and the working days will be Monday through to Friday, with 8 working hours per day, plus half hour for lunch. Typically, the working is 08:30 to 17:00 but there is some flexibility.

Holidays: We offer 23 days holiday entitlement (pro rata for part time employees), to be taken follows:

- **12 days** - Winter period during November to April
- **11 days** - Summer period during May to October
- **8 days** - Bank holidays

The Role:

- Assisting in the development of the business development strategy working with the team manager and department Director.
- Build knowledge and understand of the industry to seek new business leads and opportunities
- Researching organisations and individuals online (including on social media) to identify new leads and potential new markets
- Proactively target identified leads
- Researching the needs of companies and learning who makes decisions about purchasing
- Target driven number of cold and warm sales lead contacts
- Building relationships with existing customers to explore new opportunities
- Providing information and advice to potential clients about our services
- Registration to supply our services within public and private sectors

- Strive to obtain tangible successes from telesales work including securing new enquiries into the business
- Increasing the number and value of commercial leads the business receives
- Working with marketing in planning and overseeing new marketing initiatives to attract commercial customers
- Working with the estimating and sales teams to produce and maintain a sales pipeline
- Implement intelligent and clever use of technology to assist in business development and the recording and reporting of the activities undertaken.
- Provide weekly reports to the team manager of activities and successes
- Assist in finding and contacting partner companies
- Assist in the development of Customer Relationship Management (CRM) tools for the business
- General administration

Skills and qualifications required.

- Bachelor's or Master's degree in Business Administration - desirable
- Five or more years' work experience in sales
- Experience in telesales
- Experience in prospecting commercial customers (businesses)
- Strong sales and customer service back ground, with a passion for delivering a great service
- An excellent telephone manner is essential
- You must be articulate and excellent with written and verbal communication
- GCSE English and Mathematics (or equivalent)
- Excellent IT skills are essential, particularly in Microsoft Office 2010 Excel, Word and Outlook
- Experience in MS Access design and use is desirable but not essential
- Be numerically astute and have excellent administration and organisation skills

To apply for this role, please email hr@knotweed.co.uk to request an application form.