



Business Development Manager

Job Details

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| Title: | Business Development Manager |
| Position: | Permanent |
| Location: | Flexible, but the successful candidate would be expected to be in the office at least one day per week |
| Hours: | 37.5 hours per week (9 to 5:30 with flexible working policy in place) |
| Salary: | competitive |
| Holiday: | 23 days plus bank holidays |
| Benefits: | Pension, training as required, birthday as holiday |

About Stream

Stream is an award-winning agency specialising in loyalty solutions for a broad range of clients, mainly in B2B sectors. Our mantra is “Helping you grow, keep and win more customers for life”.

Our vision is to be the #1 B2B loyalty agency in the UK for SME's and a leading player in the enterprise space. We have ambitious growth plans that we are well on the road to achieving through our highly proactive marketing programme (speaking engagements, thought leadership events, partnerships etc.) and targeting of prospect clients.

With ISO27001 and ISO9001 certification, our processes and procedures provide a robust platform for us to build strong relationships with our clients.

Stream consists of a small dynamic team of 16 staff based in a beautiful rural business park near Thame (10 mins from Haddenham & Thame station, 20 mins from Bicester and 25 mins from Oxford). We are a focused team with a strong work ethic but we know how to work hard / play hard and regularly hold team events.

Loyalty is about understanding people, their needs and requirements and building emotional connections in order to strengthen the relationship between brand and customer. At Stream Loyalty, we are passionate loyalty experts and it is vital that our marketing activities represent our expertise and thought leadership by raising our brand awareness in the marketplace and driving qualified traffic to engage with us.

About the Position

We are looking for an experienced Business Development Manager who is hungry to drive sales of our LoyaltyStream SaaS product.

The ideal candidate will have a track record of selling to Marketing Director / marketing manager / C-suite level clients as well as a track record in software sales, preferably B2B.

This is a fantastic opportunity for someone who wants to make a real difference to the growth trajectory of an ambitious, innovative software business.

How You Can Make A Difference

Having always acquired customers via referrals and word of mouth, the business is now focused on sales of its software-as-a-service product, LoyaltyStream.

The ideal candidate will be able to deliver and grow sales in this area and achieve a dramatic increase in the number of clients for the business. The successful candidate would be expected to manage the sales process for prospect customers of LoyaltyStream and show strong ability in the conversion of marketing leads as well as the ability to self-generate and convert new leads.



Business Development Manager

Personal Qualities

- Proven success in driving sales growth
- Enthusiastic, energetic, imaginative, approachable, outgoing and diplomatic
- Tenacious, hungry for success, quick to learn
- Ability to work independently
- Confident, highly organised, thorough, methodical and articulate
- Excellent communication and interpersonal skills
- A problem-solving attitude and an inquisitive mind
- A mindset that is focused on the highest attention to detail and standards of delivery
- Honest and integral team player

Key Duties and Responsibilities

- Own the sales process for the conversion of leads into sales
- Work with the Directors to deliver proposals in a timely manner and to then follow up and convert
- Correctly utilise the software tools available for lead tracking and proposal tracking (HubSpot, Pipeline excel docs etc) and report on progress at weekly sales meeting
- Attend the weekly sales meeting and take responsibility for running and driving all relevant sections and reporting on sales lead metrics
- Attend relevant industry sector trade shows to generate leads
- Work with the Managing Director to identify opportunities for strategic relationships / referral partners that can generate lead opportunities
- At all times adhere to company and operational working practices and procedures and values of our brand
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Experience and Skills

- A minimum of 3+ years proven experience in sales within a software / digital or marketing environment
- Demonstrable experience of sales success with proven qualified results
- Able to work under own initiative to convert leads and self-generate sales
- Solid organisational skills, including experience with sales lead and pipeline tracking
- Strong attention to detail and accuracy
- Strong teamwork skills
- High level of professionalism
- Excellent working knowledge of Microsoft software packages is a must
- Hands-on experience with Hubspot, LinkedIn, Sales Navigator preferable