



Position: Business Development Manager

Emailcenter, a market leader and innovator in retention based email marketing is seeking a **hunter with a professional and consultative approach.**

- Leading UK Email Service Provider
- Innovators in email marketing
- Expanding Market Opportunity
- Location: Northamptonshire based UK offices

Industry Skills and Experience

- Solution / consultative sales experience
- CRM software solutions
- Web marketing solutions
- Database marketing solutions
- Online marketing

The ideal candidate

- A positive attitude with a proven passion to win new business
- Build and maintain sales pipeline and meet sales targets.
- A proactive and dynamic approach to create, pursue and close new business.
- Proven experience in presenting and negotiating at board level
- Experience in solution sales using a consultative approach
- Sold into e-commerce, retail, travel and leisure or publishing

Responsibilities

- New business development into key market sectors.
- Identify and qualify new business opportunities.
- Present our solution at board level.
- Identify business pains, analyse the best commercial package to present.
- Profile and understand the key persons to communicate with in order to close the business.
- Prepare sales quotations and formal proposals. Prepare supply contracts and responses to tenders.
- Responding to Request for Proposals, writing proposals and quotations, and all other aspects of the sales cycle.
- Develop and articulate a compelling value proposition to clients.
- Actively identify and address business questions demonstrating meticulous follow-up responsiveness to clients.
- Gather information from clients to properly qualify business potential to produce reliable business forecasting and contracts.
- Maintain an awareness of competitor's activities and offerings to win business.

Requirements

Emailcenter UK Limited– Kingthorn Park – Greens Norton - Towcester – Northants – NN12 8BS

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- Educated to degree level (Preferred)
- Minimum of 3 years experience any of the key industries highlighted.
- Must be within 45 minutes commute from our office.
- Proven experience to manage the sales cycle
- A proven track record of successful new business and sales
- A self-starter with strong organisational skills

Company Profile

Emailcenter UK Limited is a Northamptonshire based company with ten years experience in permission based email marketing software, solutions and services.

We have established ourselves as one of the UK's market leaders and innovators in permission email marketing. Our *Maxemail* software has been chosen and is used by many UK blue chips companies including:-

TalkSPORT, Saga Group, Toptable, James Villa Holidays, Hoseasons, National Savings and Investments, General Teaching Council, Octopustravel, IG index, RICS, the Times 100.

Emailcenter have UK offices rural offices based close to Towcester in Northamptonshire. The working environment is one of the best that can be offered, we have a young, enthusiastic and dynamic team of graduates with an average age 28 years.

Our *Maxemail* platform is the intellectual property of Emailcenter UK Limited. The software is developed and supported by our own team of engineers and consultants. The solution is available in a number of options. OnDemand – a hosted self-service solution, Licensed – a licensed version which is deployed at the clients data centre.

Our technology platform is underpinned by an unrivalled range of consultancy services and experience, this includes

- Strategic and tactical advise on CRM emailing techniques
- Design of behavioral email marketing campaigns
- Design, Implementation and management of triggered email campaigns
- A / B testing, campaign analysis, results preparation
- Deliverability monitoring, advice and assistance
- Email message design and testing
- Development of retention marketing campaigns using email with dynamic content and content feeds.

April 2009