

## Sales Development Representative – B2C Electronics & Technology

Join our team at Futuresource Consulting, a prominent market research consultancy specialising in the technology industry. Currently, we are seeking a Sales Development Representative to play a pivotal role in expanding our client base within the Consumer Electronics and Technology sector.

### Job Responsibilities Overview:

- **Sales and Growth Strategies**
  - Utilising our current suite of lead generating tools, cold-calls, and emails to generate new business, and to use those same tools to upsell/cross-sell sales opportunities in the existing subscription customer base.
  - Set up meetings or calls between (prospective) customers and the Sales team.
  - Collaborating with research, insights, and consulting teams to develop and close new upsell and cross-sell opportunities.
  - Retention and renewals of existing subscription customers.
- **Client Relationship Management**
  - Build and maintain strong client relationships to ensure satisfaction and loyalty.
  - Proactively identify clients and opportunities that demand custom research proposals or unique solutions.
  - Collaborate closely with the research team to develop and present tailored proposals that address specific client needs and challenges effectively.
  - Serve as a key liaison between the client and internal teams to ensure seamless execution of custom research projects.
- **Sales Targets and Data Management**
  - Consistently achieve and surpass monthly, quarterly, and annual sales targets using a consultative, relationship-driven sales approach.
  - Assess and categorise the sales pipeline, identify prospects and growth opportunities, and strategically allocate resources to maximise sales potential.
  - Utilise Salesforce, our CRM system, to meticulously record and manage all sales-related information, ensuring data accuracy, completeness, and compliance with business standards and regulatory requirements.
  - Continuously analyse sales data, monitoring performance against targets and proactively identifying areas for enhancement and corrective measures.
  - Work closely with the finance and accounting teams to ensure seamless and precise order processing, invoicing, and revenue recognition.
  - Prepare and present regular sales reports and performance updates to senior management, delivering actionable recommendations and insights for improving sales processes and achieving revenue growth.
- **Industry Involvement**
  - Stay up to date with industry trends by attending industry trade shows and fostering relationships with industry partners.
  - Collaborate closely with our research and marketing teams.
  - Possess a strong understanding of the company's products and the competition in the industry.

### **Required Experience and Qualifications:**

- 1-3 years of sales experience, ideally in Consumer electronics or related technologies or industries.
- Bachelor's degree or equivalent sales experience.
- Demonstrated account management and strong sales ability, with both 'Hunter' and 'Farmer' mentalities.
- Proficiency in Microsoft Office, Salesforce, and LinkedIn Sales Navigator, Zoominfo, Skrapp.
- Excellent customer management skills.
- Strong interpersonal, organisational, and communication skills.
- Thrives in a fast-paced, customer service-oriented environment.
- Able to manage multiple priorities while meeting objectives.
- Team player who builds effective partnerships.
- International travel may be required for attending industry trade shows and staying up to date with new trends.
- Assisting with events as required.

### **Personal Skills:**

- Internal drive and tenacity to exceed targets.
- Strong communication skills to engage effectively with clients and internal stakeholders.
- Sense of ownership around role and responsibilities.
- Track record of achieving quotas.
- Thrives under pressure and remains adaptable.
- High levels of influence when working with stakeholders.
- Initiative to recognise and pursue new business opportunities.
- High energy and enthusiasm with a "can-do attitude."
- Articulate and well-spoken.

### **Package:**

- Competitive Salary with uncapped commissions.
- Company Pension scheme.
- 25 days of annual leave, with an additional day for each year completed.
- Chill days dependent on length of service.
- Company social events.
- Onsite parking.
- Private Medical insurance.
- Life Insurance.
- Remote/Hybrid working.

Our Futuresource offices are located in St Albans, yet we extend a warm welcome to candidates from anywhere within the UK, offering a hybrid/remote working arrangement for the ideal candidate.



Futuresource Consulting offers a dynamic and collaborative work environment where you can thrive and make a significant impact on our portfolio. Join us today to shape the future of the industry.

If you are interested in applying for the above role, please submit your resume and a cover letter expressing your interest and suitability for the role to both: [Aarti.patel@sixsails.com](mailto:Aarti.patel@sixsails.com) and [Sandy.bell@futuresource-hq.com](mailto:Sandy.bell@futuresource-hq.com)