



JOB DESCRIPTION

Job Title:	SDR: Sales Development Representative
Department:	New Business Sales
Location:	Office Based (Hybrid after Training/Probation – 2 days a week in the office)
Responsible to:	Business Development Manager
Working Environment:	5 days office location Bedford
Hours of Work	To be agreed across a 40-hour week – Monday to Friday 8am – 5pm
Job Summary:	<p>To work within the Sales team to generate leads and sales across different channels.</p> <p>Make outbound cold calls and develop a sales pipeline to meet long-term objectives and targets.</p>
Key Responsibilities:	<ul style="list-style-type: none">• To set appointments and create engagement in the Company's services and products across various business sectors, particularly within construction and manufacturing.• Qualify suspect client data sources from both current internal data, and external resources with a proactive self-generating entrepreneurial mindset to source opportunities to drive inbound enquiries for THSP new client team.• Proactively reach out to potential clients through high-quality suspect calling, emailing, along with utilising Sales Navigator supporting media platform.• Engage, and be disciplined in, consultative contact with suspect opportunities by understanding clients' needs and pain points and articulating how our services can provide solutions to those needs in a client first methodology.• Qualify leads from marketing campaigns to sales opportunities and nurture them through the sales pipeline to meeting stage coordinating with the sales team.• Report cadence activities (weekly/monthly/quarterly) - comfortable in a sales results and key performance metrics environment.• Maintain and expand your database of prospects within your assigned territory or sector.• Collaborate with team members to achieve better results and ensure seamless client handovers to meeting stage.• Gather customer feedback and share with our Product, Sales, and Marketing teams to enhance our offerings and increase speed to meeting targets.• Make warm outbound calls and follow up on marketing campaigns.• Respond to inbound sales enquiries in line with company response time targets.



	<ul style="list-style-type: none">• Arrange discovery calls through Zoom or Microsoft Teams or face to face if required for the sales team.• Develop and maintain a comprehensive and current understanding of products, services, and prices as a basis for identifying customer needs and presenting solutions.• Create and accurately maintain potential customer records on the Company's Microsoft Dynamics CRM system.
Key Company Standards:	<ul style="list-style-type: none">• To provide the highest level of customer experience, through absolute focus on customer satisfaction through careful diagnosis of their specific need, attention to quality, and achievement of their objectives for the individual project.• To always present a professional image to THSP's customers through up-to-the-minute technology, well-trained colleagues, and accurate marketing materials.• To encourage a "one-team" attitude from all colleagues.• To give all colleagues the opportunity to develop within their roles by being offered relevant training.
Targets:	<ul style="list-style-type: none">• To create a sales opportunity pipeline of more than £75,000 in the first three months (this will then be reviewed)• Make a minimum of 400 cold calls per week and record these in CRM.• Make a minimum of 100 warm calls per week and record these in CRM.• Support key Prospect campaign outsource with utilising LinkedIn Sales Navigator.• To contribute to the overall New Business sales target and be driven to ensure any issue to activity or success are immediately communicated.

PERSON SPECIFICATION

	Essential	Desirable
Qualifications / Experience		
Proven ability and desire to consistently achieve targets and meet deadlines	X	
Driving licence		X
Industry experience, i.e., consultancy, health, safety, employment, HR understanding		X
Knowledge & Skills		
Effective communication skills	X	
Proficient skills in Microsoft Word	X	
Skills in a CRM system	X	
Excellent listening skills	X	
Strong influencing skills	X	
Expert negotiating and closing skills	X	
Ability to conduct phone and online face to face meetings	X	
Establish relationships and build rapport quickly	x	
Personal Attributes / Characteristics		
A proactive, confident, and determined approach	X	
Dependable, with a high degree of self-organisation, motivation, and drive	X	
Demonstrate knowledge and commitment to positive risk management within the workplace	X	
Ability to quickly build strong, long-standing relationships	X	
Able to work independently and as part of a team	X	
Possess a strong commercial mind-set	X	
Resilience and the ability to cope with rejection	X	
The capacity to flourish in a competitive environment	X	