Who we are...

WorkCast is an internationally recognised, award winning online event and presentation Platform.

The WorkCast Platform delivers highly interactive and branded webinars, webcasting, virtual events and e-learning solutions for global companies such as Sony, Serco, Unilever, Ford, ebay, EE and global publishers including Reed Elsevier, UBM, John Wiley & Sons, Incisive Media.

We also work with international Associations, Universities as well as Government Departments and Charities. Founded in 2008, WorkCast has developed a robust, powerful ‘next generation’ online event Platform that continues to innovate and stay at the forefront of the market.

Job Title
Senior Business Development Executive

Location
London

Salary
Based on experience + generous commission scheme

About you...

We are seeking a highly talented and passionate sales person with the ability to identify, capitalise and close, high value and sometimes complex opportunities.

Your success will be based upon your enthusiasm for sales and ability to deliver above and beyond agreed financial and KPI targets. In return you will be well rewarded, in addition to salary (dependant on experience), through an excellent commission scheme.

You’ll have:

- Strong background in results orientated sales attainment, within a competitive environment
- Experience of selling strategic/complex solutions to senior contacts within major businesses
- Proven success in B2B business development
- A proven track record of successful sales target attainment, within a pressurised sales driven environment is essential
- Holds excellent and confident interpersonal and presentation skills with the ability portray a strong professional image
- A sound understanding and interest in technology, with commercial awareness
- The ability to communicate and present at various levels to an excellent standard
- Able to easily build new client relations in a professional environment
- A self-motivated, proactive individual who is comfortable working remotely
- Holds strong but subtle influencing skills with the ability to negotiate effectively
- Be enthusiastic, proactive and confident with a strong professional image
- Willing to travel within the UK as necessary
- Able to speak a major foreign language at business level (advantageous)
- Having a relevant degree level qualification is also attractive

**Accountabilities**

- Proactively generate profitable prospects through conducting suitable research of markets and brands in order to develop and maintain a profitable pipeline of sales leads.
- Identify and approach the decision makers within a potential organisation, utilising used case evidence, your knowledge and communication skills to arrange and deliver business pitches and presentations.
- Deliver confident business pitches and online sales presentations whilst negotiating commercial agreements direct with clients.
- Pursue and close new business opportunities in existing and new industry sectors, conducting suitable research in order to identify commercially attractive clients.
- Negotiate commercial agreements with new clients in a way that benefits both the business and growing client relationship.
- Establish and build profitable business relationships, primarily from both cold leads, via telephone, email and client visits, maximising all suitable opportunities to increase client value.
- Continuously maintain a strong awareness of the virtual events industry (developments, competing products and competitor organisations), using this to become a reputable leading knowledge expert within a growing industry.
- Become a champion on the WorkCast’s product, focussing on the values and benefits of the service along with the technicalities behind it, to successfully introduce and close potentially complex sales.
- Competently record activity (leads, updates, progress etc) through a CRM, such as Salesforce, in order to maintain a structured and organised approach to your workload.
- Build up a database of suitable leads and potential new business contacts.
- Develop robust and accurate proposal and contract documentation as required.
- Contribute to the success of the business by exceeding sales targets and supporting colleagues.

**To apply:** Please send your CV to Mike Bowman, Sales Manager at WorkCast by emailing mike.bowman@workcast.com