

WiFi SPARK Business Development Manager Job Specification

WiFi SPARK specialises in providing secure, high performance solutions for wireless or wired internet access. The company developed and manages the SPARK platform which supports millions of WiFi users across the world.

WiFi SPARK has enjoyed remarkable success and continued growth in the development, installation and on-going management of Guest and Visitor WiFi to public venues and businesses.

Following expansion of the business, we now seek to add an ambitious Business Development Manager for the South East territory, to focus specifically on Guest WiFi.

The position reports to the Chief Commercial Officer.

Responsibilities

The role is highly focused on the generation of new business opportunities and selling both directly and via the channel, as well as developing and maintaining a good relationship with existing clients/partners. You will be required to develop new sectors and to further penetrate existing legacy sectors including Healthcare, Retail, Transport and Hospitality.

You will need to be able to explain return on investment (ROI) to a customer in different business sectors, have an appreciation of wireless networks, switching and servers including virtual machines.

Specific duties include:

- Generating new business opportunities
- Devising and implementing creative, “out-of-the-box” BDM ideas
- Qualifying prospects delivered to you
- Presenting live and via video conferencing to customers
- Acquiring customers/partners
- Exploring new sectors and optimising existing
- Account/partner management
- ROI analysis on why to buy
- Accurate forecasting
- Development of best practices for leading successful sales campaigns
- Develop a repeatable sales model that ensures consistent success and revenue growth
- Providing feedback to the business

As Business Development Manager, your activities will also include:

- Visiting potential customers/partners for new business
- Providing customers with quotations, proposals
- Gathering market and customer information and provide feedback on buying trends
- Representing WiFi SPARK at trade exhibitions, events and demonstrations
- Identifying new markets and business opportunities
- Recording sales and constantly updating the CRM system

Skills and Experience required:

- The ability and desire to sell
- Demonstrable track record of new business development
- General IT infrastructure knowledge
- Strong commercial awareness
- A confident and determined approach
- A high degree of self-motivation, resilience, stamina and drive
- The ability to work both independently and as part of a team
- The capacity to flourish in a competitive environment

If you would like to apply, please send your CV to Dean Moody, Chief Commercial Officer at dean.moody@wifispark.com