



WiFi SPARK Business Development Manager Job Specification

WiFi SPARK specialises in providing secure, high performance solutions for wireless or wired internet access.

The company 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 to sell as many of the company's products and services as possible, directly and via the channel, as well as developing and maintaining a good relationship with clients/partners. 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 and have an appreciation of wireless networks, switching and servers including virtual machines.

Specific duties include:

- Qualifying prospects
- Pipeline management
- Presenting live and via video conferencing to customers
- Generating revenue and acquiring customers/partners
- Exploring new sectors and optimising existing
- Promoting the company in a professional manner
- Customer evaluation and procurement
- Account/partner management
- Sales process 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
- Devise creative, "out-of-the-box" BDM ideas and implementing them via the marketing department
- Be responsible and accountable for meeting deadlines
- Providing feedback to the business

As Business Development Manager, your activities include:

- Visiting potential customers/partners for new business
- Provide customers with quotations, proposals
- Negotiate the terms of an agreement and close sales
- Gather market and customer information and provide feedback on buying trends
- Represent your organisation at trade exhibitions, events and demonstrations
- Identify new markets and business opportunities
- Record sales and constantly update the CRM system
- Produce case studies for every significant sale

Skills and Experience required:

- The ability and desire to sell
- Excellent communication and presentation skills
- General IT infrastructure knowledge
- The ability to listen to requirements
- 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