

New Business Development Manager

Department: Sales
Location: 50 Featherstone Street, EC1Y 8RT, Central London
Reports To: Sales Manager
Hours: Full Time (37.5hrs)

Overall Objective

YouGov is a provider of world leading market research. We are a fast growing business, developing ground breaking consumer research for a number of different sectors. We require a tenacious, proactive New Business Development Manager that is enthusiastic and driven to reach their targets in order to earn great financial rewards.

Key Responsibilities

New Business Prospect Planning and Lead Generation

- Complete a territory analysis highlighting where you see opportunity and prospective clients.
- Complete and maintain your STAP to ensure you are able to achieve your target.

Sales Process

- Use the 'Challenger' methodology of selling: Credibility, Insight, Crank it up, Personalise, Test solution and Pitch product.
- Use this approach in all communication with your client.
- Qualify your pipeline accurately using metrics and ensure your pipeline can fulfil your target.

Customer and Partner Relationship Management

- Understand who are your contacts and the Decision Making Unit (DMU) for each customer.
- Identify new contacts to sell to.

Knowledge of Product and Services

- Develop an excellent level of product knowledge across the whole of YouGov's portfolio.
- Be able to present each product and service in the Challenger style.
- Identify and present the right solution to the customer.

Market and Industry Knowledge

- Build and maintain general knowledge about the clients market and the industry. Use this knowledge to create business opportunities.

Personal attributes

Are you:

- Money motivated and hungry for success?
- Energetic, determined and confident?
- Results driven?
- Self-disciplined?
- Self-motivated?

Do you have:

- A positive attitude?
- Excellent organisational and time management skills?
- A professional manner?
- Good listening skills and communicate effectively with a wide range of audiences?

Skills required

You should have:

- Good written, oral and electronic communication skills
- Experience using CRM systems
- Excellent interpersonal skills
- Strong initiative, negotiation and influencing skills
- Problem solving, analytical and numerical skills
- Good client focus and handling skills
- Strong business and commercial acumen
- Presentation skills

You should be:

- Proactive in account management and sales focus
- Able to self-organise and self-manage to achieve business development targets

Experience required

- Targeting and management of potential clients with a professional services offer (ideally research based)
- Excellent track record of sales performance

Education and qualifications

- Educated up to at least degree level from a good university
- Fluent written and spoken English

This is not an exhaustive list, and you will be expected to be flexible in your approach to carrying out your duties, that may change from time to time to reflect changes in the Company's circumstances. This will include providing cover for colleagues as required. The Company therefore reserves the right to vary the job description in consultation with you.

All YouGov plc employees are expected to comply with the Company's policies, rules and procedures as outlined in the handbook, health and safety manual and all other publications.

Please send your CV and covering letter to vacancies@yougov.com