

Job Specification – Business Development Specialist

Location: Winnersh HQ

Job type: Full time

Department: Sales & Business Development

Job Title: Business Development Specialist

Direct report: UK Sales Director

The Company

Artesian is an AI-Powered relationship intelligence service which is changing the way B2B sales people work.

We're in the business of making sales people look awesome and we do that by providing them all of the insight they need to engage with their prospects and clients, in one handy platform.

Already profitable with annual revenues of ~\$6m, 30,000 subscribers and a team of 40 employees spread across three locations, we aim to grow 5-fold in the next 3 years through organic growth, new routes to market and international expansion. Beyond a profitable and healthy balance sheet, we aim to continue to innovate with exciting new products and services.

Artesian have strong financial backers such as Octopus VCs, a senior team that has built & sold successful businesses before and a customer base of 140 large enterprises.

Our customers genuinely love our service, our retention rates are truly impressive and our referral rates are phenomenal.

Check us out at <http://artesian.co>

Profile of the role

We are looking for a Business Development Specialist to join the incredibly successful team in the UK.

This person will be responsible for qualifying inbound sales enquiries and building relationships within target accounts to identify, create and develop opportunities.

In return we offer a great package, realistic OTE and benefits, plus one of the best personal development processes in the industry.

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Key Responsibilities:

1. Opportunity Qualification

- Qualify inbound enquiries generated by Marketing
- Follow a structured opportunity qualification process (MEDDIC)
- Use needs development techniques (SPIN methodology)
- Identify target and non-target contacts within accounts (potential champions)
- Accurately forecast monthly opportunity success rate to line manager

2. Outbound Account-Based Support

- Identify new opportunities in target accounts
- Proactively prospect contacts via outbound methods (Phone, Email, LinkedIn, events)
- Develop a rapport and build champions in target accounts
- Book meetings with target contacts
- Educate non-target contacts on Artesian value paths to push internal discussions

3. Partnerships Support

- Qualify referrals generated by the Channel, Tech Partner and Customer Success teams
- Arrange follow-ups from networking events to drive more referrals
- Qualify new potential partners to understand if there is a fit

About the person

- Ambitious, strong A-player
- Degree-educated or equivalent
- Self-starter mentality with strong internal locus of control
- 2+ years of Business Development experience
- Excellent writing and phone communication skills
- Entrepreneurial spirit or experience of working for a start-up/early stage company
- A team player, who upholds professional integrity at all times
- Solid understanding of SaaS business
- Understand value sell vs feature sell
- Desire to learn and develop
- Experience in using Salesforce

Beneficial, but not Essential

- Knowledge of MEDDIC, SPIN and Powerbase