

# Business Development Representative

**Location:** Winnersh, nr. Reading  
**Job type:** Full-time  
**Job title:** Business Development Representative  
**Department:** Sales and Marketing  
**Reporting into:** Head of Demand Generation

## The Company

Artesian is client relationship intelligence service which is changing the way B2B sales people work. We're in the business of saving sales people valuable-time as well as making them look awesome, feel fully prepared and highly credible.

We help you find, engage and retain customers.

Artesian is a privately held, profitable company with around 200 large enterprise customers equating to 30,000 subscribers. Our customer satisfaction (CSAT) is 99.1% and retention rates are running at net positive.

We are a talented team of 40 employees, headquartered in Reading Berkshire, with an aim to double in size in the next two years. We are now seeking to hire a Business Development superstar who can help us achieve our growth objectives.

In return we will offer a competitive remuneration and bonus structure, a contributory pension, life insurance and attractive discounted HMRC registered EMI share options. On top of this, we have a world class training and development programme to equip you with skills you will use throughout your career.

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

## Profile of the role

We are looking for a Business Development Representative to join the incredibly successful sales and marketing team in the UK.

We are more interested in your attributes, your intellect and your ambition than a vast amount of experience. A natural conversationalist with an innate ability to quickly establish relationships, you will be a self-starter that relishes the opportunity to take responsibility and accountability for your own success.

With a well-oiled sales and marketing engine, we are now looking to establish a business development programme to support this function and help us deliver our ambitions growth targets. This person will be responsible for opening doors and establishing new relationships by qualifying inbound sales enquiries and targeting key 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 & 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 self-starter who takes responsibility and ownership for their own success
- Degree-educated or equivalent
- 2-4 years of Business Development experience (B2B technology a bonus)
- Exceptional written and phone communication skills – the power to influence
- Can speak the language of the c-suite
- Entrepreneurial spirit or experience of working for a start-up/early stage company
- Team player, who upholds professional integrity at all times
- Solid understanding of SaaS businesses
- Understand value sell vs feature sell
- Desire to learn and develop
- Experience of using CRM to manage workflow

## Beneficial, but not Essential

- Knowledge of MEDDIC and SPIN
- Experience using Salesforce