

# THE : FUTURE : LABORATORY

## JOB DESCRIPTION

### Job Title:

Business development manager

### Department:

Client development

### Reporting structure:

Role reports to: Business development director (team leader)

Team members: Client directors, account managers, business development directors, business development manager, project director, project managers, resource manager, head of marketing, brand & content marketing manager, marketing assistant

### Summary of company:

The Future Laboratory is a strategic foresight consultancy. Since 2001, we have prepared clients for the future by giving them the confidence to take the decisions today that will create transformative growth tomorrow. We have grown into an organisation with international reach and are headquartered in Spitalfields, London. The Future Laboratory has foresight at the heart of everything we do. As an organisation we are inspiring, knowledgeable, forthright, charismatic and independent. We believe what we deliver is unique and game-changing, and we are committed to being ethical, diverse, responsible and socially minded.

### Key responsibilities:

- : Successfully achieve and exceed specified individual monthly and annual targets
- : Have a robust new business sales plan for all key verticals that have been identified as having potential - maps out the strategy and opportunities for each market sector
- : Follow up on all inbound leads in a timely manner and effectively qualify their potential
- : Source and prospect own leads in the different vertical sectors
- : Follow a structured sales process from opportunity to close
- : Arrange and attend sales meetings with prospects to fully understand their needs and ensure we can offer them the right solution
- : Confidently and expertly sell a range of solutions to prospects to establish trust and build the relationship
- : Able to demonstrate the value of The Future Laboratory products and services and show how we help businesses achieve their business objectives
- : Write proposals to a high standard that sells the value of the solution to all the decision-making unit
- : Strong, confident negotiation skills with senior decision makers that achieves high average order values
- : Attend events and competitive tradeshows to identify and source for new prospects, build a network of prospect contacts and source for new ideas and market insight.
- : Manage the sales pipeline to ensure that the lead to sale conversion rate is known and

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- tracked effectively (through salesforce.com)
- : To ensure all prospect and sales information is recorded accurately in Salesforce
- : To manage all briefing processes efficiently with the project management, client service and delivery teams (e.g. briefing templates etc.)

### Essential skills and experience:

- : Ability to work in a high performing, fast paced matrix environment
- : Motivated, with a strong work ethic and desire to succeed
- : Sales and results driven with a positive 'can do attitude'
- : Able to understand prospect needs (implied and explicit) and adapt our portfolio of products and services to build a tailored solution for them
- : Relationship building skills that quickly helps build trust and rapport with prospects
- : A consultative sales style with senior and C-suite executives
- : Exceptional presentation skills that show our solutions in the best light
- : Strong negotiation skills with all levels of decision maker
- : Good organizational and multi-tasking skills – attention to detail plus able to work under pressure and meet deadlines
- : Excellent communication skills – persuasive, confident and good listening skills
- : Able to show use of Salesforce to manage the pipeline to ensure a strong analytical understanding of the levers to pull to deliver consistent results
- : Excellent organisational skills
- : Resourceful, innovative and able to cope under pressure