



Vacancy



Business Development Representative (BDR)



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About CPB UK:	<p>CPB UK was established in 1998, with a key mission of helping the IT industry to penetrate new trading accounts with expert telemarketing services.</p> <p>While telemarketing remains at the heart of everything we do, our array of services has grown exponentially over the last 25 years, providing our customers with end-to-end demand creation. From accurate and intelligent IT data, through to innovative digital outreach services for brand awareness and intent data collation, right through to the bread and butter of where it all began ... lead generation.</p> <p>Our biggest strength is our team; the engine which drives the road to success for our customers. Their focus, expert IT knowledge and in-depth understanding of the IT channel and the end user market brings together all of the key components for designing, building, launching and executing successful pipeline generation campaigns for our customers.</p> <p>CPB UK has been trusted by over 400 technology firms (vendors, distributors and channel partners) to represent their brand and drive results for their sales and marketing initiatives.</p>
Job Description:	<p>CPB UK is looking for candidates to fill the position of 'Business Development Representative' within their thriving Account Management team. This role will report to the Head of Account Management.</p> <p>The ideal candidate will play a fundamental role in expanding CPB UK's breadth of IT industry customers across the UK&I. CPB UK's mission is to deliver the best level of demand generation services to our clients and in this position you will be involved in the following activities:</p> <ul style="list-style-type: none"> - Identifying prospective customers which have a requirement to partner with an external agency, via telemarketing (cold calling), personalised email outreach, LinkedIn and other digital channels - Researching suitable organisations and identifying key stakeholders and relevant buying personas - Following up on leads being produced by CPB UK's Marketing department - Qualifying prospective customers' current processes, needs, challenges and ideal outcomes for partnering with a demand creation agency - Aligning their requirements to CPB UK's extensive portfolio of demand generation services - Scheduling 1-2-1 meetings for the Account Management team to host



	<ul style="list-style-type: none"> - Handing over opportunities to the Account Management team, with granular detail on the opportunity ins and outs - Creating and building your own nurture funnel of leads; with a view of continuously nurturing these through to meeting stage <p>This role has a clear progression roadmap to an Account Management position – with a view of becoming an Account Manager within 9-12 months of successfully achieving set out BDR goals.</p>
Requirements:	<ul style="list-style-type: none"> - ‘Can do’ & ‘hunter’ mentality and a competitive nature - Desire to progress into an Account Management role - Cold calling and prospecting experience - Ability to converse with buying personas at VP, Director or Manager level (preferred but not essential) - Track record of achieving targets / KPIs (preferred but not essential) - Excellent written communications skills
Why Work For Us?	<ul style="list-style-type: none"> - A specialist and leading IT industry demand generation agency for the UK&I IT industry - Established for over 25 years as a prominent and trusted supplier - Hybrid working - 3 days in the office (Mon-Wed) & 2 days remotely (Thurs-Fri) – upon completion of training / probation period - Continuous learning and development opportunities - An innovative, inclusive, agile, and fun work environment - Target structured bonuses - Quarterly incentive - Birthday annual leave (after 1 year of service) - 20 days annual leave + bank holidays - Christmas closure
Salary:	<ul style="list-style-type: none"> - Competitive salary - details available on application

