

Sales & Marketing Manager, IT Services - Bodmin

SUPPLEMENTARY INFORMATION

Sales & Marketing Responsibilities and Key Skills Required:

- Identification of a broad range of opportunities and customers through targeted sales campaigns based on individual products or services or the to increase brand awareness.
- Proactively call existing customers in order to generate ICT and development project sales.
- Manage customer liaison to transact complex solution sales, maximise profit and maintain client engagement from "cradle to grave".
- Negotiate and close contracted services and solutions.
- Build a thorough understanding of all of the Tanist products and services and engage with the business to improve them to meet changing marketplace needs across multiple sectors and specifically tourism.
- Write thorough customer requirements and accurate quotations taking advantage of the assistance of the full Tanist team.
- Confidence through experience selling to senior business executives across a wide variety of business types / sizes.
- Select a CRM system to track and report on ongoing sales and marketing activities.
- Demonstrable history of exceeding sales targets and driving the business forward by introducing market knowledge to the decision-making processes.
- Provide monthly management reporting sales forecasts / prospecting efforts / timescales for business planning.
- Build the business marketing plan with milestones and budget to track spend and success across print and online.
- Experience producing copy for all marketing collateral, including brochures, letters, emails and websites.
- Report the ongoing marketing spend, success rates against the budget to management.
- Produce ongoing competitor analysis across all products and services.
- Provide marketing & sales input to business growth choices; e.g. products, services, locations.
- Build the company name and brand profile through direct and indirect marketing and networking.
- Communicating marketing activities internally to maximise the engagement and support of the business.
- Produce marketing to raise awareness of Tanist across existing and new target markets.
- Comprehensive understanding of market engagement / lead generation within B2B marketing
- Management of budgets and production of useful and timely reports for monthly management meeting.
- Develop and manage all digital and social media activity driving the evolution of the Tanist website and social media platform presence.
- Identify value of print media to focus marketing spend for fully branded advertorials.
- Make use of all social media tools to network and prospect.
- Be the Tanist 'brand champion' at networking events and build the Tanist brand by identifying the most effective and relevant events, seminars, associations, chamber of commerce and other local networking groups in order to focus attendance towards successfully build business relationships that have the best opportunity to develop sales.
- Support development of client or contract proposals for ICT or development opportunities.

- Proactively manage all client enquiries and developing analysis and targeting activity that will drive repeat business or wider service usage.
- Awareness of new techniques, systems or promotional options and evaluate the benefits to Tanist.
- Work with the management team to support the strategic growth, preparation of business development plans, contract proposals and provide occasional operational support across the organisation as required.
- Be the essential link between clients and the technical teams to enhance customer service on projects during implementation and maintain engagement with the appropriate internal and external resources and management to ensure solution meets customer needs.
- Build a positive relationship through regular contact with the best stakeholders at all of the existing customers in order that you are the first point of call for any additional project work or extra services.
- Develop a proactive cross-selling approach so that all existing and new customers understand the breadth of Tanist's portfolio of products and services.
- Strong interpersonal skills with a brand ambassador mind-set that exudes gravitas and inspires confidence in face-to-face engagements
- Service multiple clients concurrently and answer enquiries on time
- Extensive industry knowledge of IT, telephony, computer hardware and software, hosting and web development services.
- Comfortable with all aspects of 'new business hunting'.
- Able to learn new technologies quickly and to identify how these can be a selling opportunity.

Personal Qualities:

- Work well under pressure and multi-task whilst retaining exceptional attention to detail.
- Ability to reprioritise on the fly.
- A great team player, willing and able to share information and foster a positive team environment.
- Be self-motivated and highly driven to channel your high energy levels into a positive "can-do" approach that translates across the business as a whole.
- Apply business acumen and a problem-solving attitude.
- Organised, structured and efficient underpinned by good planning and application of deadlines.
- Strong commitment to customer success and engagement.
- Confident at negotiating with an ability to influence outcomes at different levels of the business.
- High level of personal appearance, presenting a professional and business-like image at all times
- unquestionable professional and personal integrity.
- Ideally educated to degree level.
- Able to identify solutions, respond quickly and deal with multiple projects.
- Creative with commercial experience in design and marketing of professional or B2B services.
- Willingness to work out-of-hours and out-of-office when required to be one of the primary faces of Tanist.
- Clean driving licence
- Minimum 3 years sales experience involving complex 'solution' sales in a B2B environment.