

## Position Description

**Position Title** Business Development Representative

**Department** Sales

**Reports to** Business Development Manager / Sales Manager

### Organisational context

Vicwest Community Telco (Ballarat Community Telco, BACT, and Geelong Community Telco, GCT) is a regionally based company developed to provide efficient and effective communication services and solutions to meet the current and future needs of the western suburbs of Melbourne and western Victoria. By harnessing the strength of demand aggregation, Vicwest Community Telco is able to influence the strategic plans of common carriers to offer service equality and market competition.

### Job summary

- Proactively source opportunities and develop a sales pipeline capable of delivering quality prospects in order to meet sales and revenue targets.
- Cultivate relationships with new prospects to increase market share and meet sales and revenue targets.
- Provide clients and prospects with professional, written documentation that accurately reflects the values and capabilities of the franchise.

### Duties and responsibilities

- Identify and gain new business through a sustained program of cold calling, mailing and following up referrals/leads, and keeping abreast of competitors' sales strategies.
- Apply disciplined time management and prioritisation to sales pipeline opportunities to ensure monthly sales and revenue targets are achieved.
- Work closely with new clients to determine their present and future needs and propose suitable products, services and upgrades in order to maintain and grow revenue for the organisation.
- Identify, qualify and progress new business opportunities through the sales cycle.
- Understand the customer's objectives, buying criteria and decision making processes in order to provide relevant product delivery.
- Identify and maximise opportunities to cross sell and up sell.
- Leverage the skills and relationships within the Community Telco group to provide practical solutions and excellent customer service.
- Establish and develop a strong sales pipeline with qualified prospects.
- Leverage the skills and relationships within the Community Telco group to provide practical solutions and deliver excellent customer satisfaction.

### **Key performance indicators**

- Meet and exceed sales and revenue targets.
- Establish and develop a strong sales pipeline volume equal to or greater than three times the monthly revenue target.
- Identify and qualify potential sales opportunities.
- Progress leads and contacts into sales.
- Completes sales documentation and reports as required in line with company branding guidelines and business standards
- Track the progress and outcomes of all business projects via the sales forecasting tool.

### **Key selection criteria**

- Proven ability to drive and manage the full sales cycle and processes including: identifying and qualifying business opportunities; fostering relationships; recommending solutions; and close sale to new customers.
- Proven sales ability including outstanding negotiation skills and excellent communication skills, both written and oral.
- Proven track record in sales target achievement and profitability in a competitive environment.
- Experienced in developing and managing an effective sales pipeline.
- Competent in Microsoft suite of products.

### **Qualifications**

- 1+ years of sales experience

### **Competencies**

- Ability to work autonomously.
- Persistence and ability to overcome adversity.
- Strong communication, presentation and facilitation skills.
- Strong relationship building skills.
- Ability to work under pressure.
- Use innovation and initiative.
- Effective planning and time management ability.
- Results oriented.
- Sound judgment.

I accept the position description as outlined above for the role of Business Development Representative.

Date of acceptance:

Employee Name \_\_\_\_\_

Employee Signature \_\_\_\_\_ Date \_\_\_\_\_

Next Level Name \_\_\_\_\_

Next Level Signature \_\_\_\_\_ Date \_\_\_\_\_