**Business Development Executive Job Description**

**Background**

PervasID design and sell world leading technology readers that allow customers to detect, locate and track passive RFID tags at up to 20m that enables their customers to track & manage assets, tools, products and people in an accurate, fast and cost effective way.

PervasID is a spin out from Cambridge University, venture capital backed, and growing rapidly in all geographic regions. The Business Development Executive role is to expand sales, by opening up new partners in the industrial and healthcare sectors, initially in the UK and Europe and eventually on a global basis.

**Job Description**

The main focus of the role is to grow revenues in the healthcare, Industrial and Manufacturing Sectors, mainly in the area of tracking assets, products and tools, initially in UK & Europe and then wider a field.

This will be achieved mainly by building a new network of partners in each geography, who have the end customer contacts and knowledge of their processes, in the various industry sectors. It may also include the possibility of working directly with some end customers, where there may be a large potential for direct sales and whom have the ability to provide their own support services. This will include prospecting using web research, networking, attending conferences and exhibitions, with the purpose to identify & qualify potential partners and then cold calling/making contact/selling to them, in order to turn them into buying partners.

The role will include the process of on-boarding the partner or end customer, so they are in a position to be able to sell, design, install and support the end user or themselves, in order to be able to maximise sales & end client customer service.

The person will need a good technical understanding of the company’s solutions, along with its unique selling points and the ability to understand the end users specific problems and processes.

While the exact responsibilities will vary over time with key priorities, the main duties of the Business Development Executive can be summarised as follows:

**New Business Development**

* Research the healthcare, industrial and manufacturing market sectors in the specified geographies in the asset, product and tool tracking sectors and identify all of the new potential channel partners, as well as some of the potential end customers.
* Qualify the potential channel partners in order to ensure that they have the best fit against the PervasID selection criteria.
* Identify the influencer/decision makers in the qualified channel partners and a few high potential end client accounts.
* Make contact with the relevant decision maker/influencers within the potential qualified channel partners or the high potential end customer accounts, by whatever means possible.
* Set up meetings/WebEx’s mainly with the prospective channel partner’s decision makers, but also with some high potential end clients.
* Plan approaches and pitches, utilizing PervasID team as required
* Work with the VP Business Development to get in place a “Commercial Agreement” with the channel partner
* Supply quotations to the channel partners, as required for specific end clients, based on agreed commercial terms.
* Manage the on-boarding process with a new channel partner, including organisation of training, commercial agreements, test/demo equipment, press releases and marketing information etc.

**Management and Research**

* Submit weekly progress reports and ensure data is accurate.
* Ensure that data is accurately entered and managed within the company’s CRM or other sales management system.
* Track and record activity on accounts and help to close deals to meet these targets.
* Work with marketing staff to ensure that prerequisites (like prequalification or getting on a vendor list) are fulfilled within a timely manner.
* Ensure all team members represent the company in the best light.
* Research and develop a thorough understanding of the company’s people and capabilities.
* Understand the company’s goal and purpose so that will continual to enhance the company’s performance.

**Education**

Business development positions require a bachelor’s degree, ideally in a technical/engineering subject, preferably 2 years or more in a technical sales support role and 3 years or more in a sales engineer type role.

**Background**

The candidate may have worked in the RFID, AutoID, IT or Technology area, with possible experience also in the supply chain, logistics, manufacturing or healthcare environments.

**Other Skills, Qualifications & Attributes**

Good all round sales skills, but generally good at prospecting, cold calling and influencing.

Good presenting and communication skills, with the ability to come across in a very professional manner.

High level of common sense and commercial acumen.

A high level of technical understanding, including RFID Solutions, networks and other hi-tech areas or at least the ability to learn and pick up the technical USP’s very quickly.

A passionate and self-motivated individual, who has the ability to perform their day to day duties without close supervision and ability to work in a start-up company, where you often have to get things done yourself and to be versatile, flexible and entrepreneurial.