

# Business Development Associate

## ROLE PURPOSE

This role reports to the Director within the Business Development department and is responsible for managing and developing a pipeline of new target accounts. You will be identifying opportunities within new and existing prospects and developing profitable relationships in line with the global BD strategy in order to meet and exceed set revenue targets and KPIs. This role is focused on new account opportunities and their initial generation.

## KEY RESPONSIBILITIES

### **Business Development:**

- Focus on the initial part of the BD sales process to book new meetings, by targeting new contacts/accounts – you will be continually prospecting and growing multiple and repeat account opportunities.
- Educate clients at point of entry on our range of solutions where relevant, including Serviced, Managed & Enterprise, and thus firmly establish The Instant Group as the preferred 'Flex' supplier.
- Proactively sell new solutions to new and existing Instant Clients via a targeted approach
- Support Team sales initiatives with predominantly telephone-based, email, LinkedIn activity
- Setup meetings and appointments for colleagues to attend
- Support industry sectors targeting work to source new accounts and enquiries
- Maintain your own up-to-date list of named accounts in Salesforce, following through to conclusion and keeping accurate records / administration.
- Establish and develop new accounts in your portfolio with a focus on driving the 'Customer Journey' and repeat business.
- Manage your pipeline to forecast and managed KPIs for new calls, emails, meetings, and sales
- Maximise and ensure repeat business from existing BD client base.
- Grow channel/partner/agent relationships - develop and convert referrals from third parties and those received from BD colleagues.
- Act as a liaison to progress Online enquiries to Business Development opportunities.
- Manage and exceed your monthly, quarterly & yearly individual revenue target set out

### **Reporting:**

- Report and monitor sales activity and achievement to target on a weekly, monthly and quarterly basis to your BD Director.
- Use Salesforce to capture new targets and prospects, associated with sector types
- Create a Tiered Pipeline to maximise revenue at local, national and international level for each target account.
- Continuously identify and pursue opportunities for cross selling within your new and existing client organisations, nationally and internationally.

### **Networking:**

- Establish relationships with key decision-makers within client organisations in order to retain existing business and identify further revenue opportunities.
- Diarise and attend regular meetings with your clients, both formal and informal, with a view to strengthening the relationships.
- Establish and maintain strong relationships with industry peers and major corporate contacts necessary for ensuring the company's continued growth.
- Regular industry networking e.g. Professional Institutes, Events, Exhibitions and Commercial Agents.

## **BACKGROUND AND EXPERIENCE**

- To be ideal for this role you will be a strong individual with a passion for selling and a track record in over target performance. Strong B2B sales experience is also key.
- Proven BD or account management skills and a track record of developing a customer base.
- You will have developed and delivered presentations to management level.

## **KEY SKILLS AND COMPETENCIES**

This role involves having the following key skills and competencies, namely:

- Excellent communication and presentation skills, with the ability to articulate the company's ongoing strategy and vision.
- Ability to measure your own performance, set goals, identify and overcome issues.
- Strong influencing and negotiation skills necessary to work with senior decision makers at Board level.
- Thorough understanding of sales methods and practices.
- Ability to work in a team environment to achieve common goals and objectives.
- Self-motivated, focused and driven with a strong work ethic.
- Commercial awareness and business focused.
- Tenacious and trustworthy.
- Good networking skills.
- High personal energy.
- Confidence to network and entertain clients.
- Excellent negotiation, communication and social skills.

# Working at Instant

## About The Instant Group

Founded in 1999, The Instant Group is a workspace innovation company that rethinks workspace on behalf of its clients injecting flexibility, reducing cost and driving enterprise performance. Instant places more than 7,000 companies a year in flexible workspace such as serviced, managed or co-working offices including Sky, Network Rail, Capita, Serco, Teleperformance, Worldpay, and TMF making it the market leader in flexible workspace.

Its listings' platform [Instant Offices](#) hosts more than 12,000 flexible workspace centres across the world and is the only site of its kind to represent the global market, providing a service to FTSE 100, Fortune 500, and SME clients. With offices in London, Newcastle, Berlin, Haifa, Dallas, New York, Miami, San Francisco, Hong Kong, Sydney, Singapore, and Kuala Lumpur, The Instant Group employs 230 experts and has clients in more than 150 countries. It has recently been included in the 2018 Sunday Times' HSBC International Track 200.

## A business is only as good as its people

It's not all noses to the grind-stone though; Instant is a fun and dynamic place to work, where colleagues support one another and where the next social event is always just round the corner. We have been rated as one of the best small companies to work for and as one of the top companies with the fastest-growing international sales by the Sunday Times and are committed to continuing to make Instant a great place to build a career.

Instant is a values-driven organisation. We adopt and live by our values:

- We are passionately client focussed 24/7, 365
- We operate with integrity and a sense of fun
- We build long term client relationships based on trust
- We question convention with the desire to improve performance
- We collaborate in teams to create solutions that solve client problems
- We strive for excellence in all that we deliver
- We attract and develop the most talented people

We are a fast growing business with an exciting and vibrant atmosphere, where staff are encouraged to think for themselves and are rewarded for contributing to our success.

To support our ambitious growth plans, we want to attract and develop the best people – resourceful, committed individuals with relevant experience and a client-centric mind-set.

## The details

We pay market salaries and the right person will be offered a package according to their experience.

You will be based at our head office at the Blue Fin Building in Southwark but may be required to work on a client site. The building boasts amazing views over London with café, coffee shop, roof terrace and paid gym in the basement.

The area itself (Bankside) is one of the oldest parts of London – entrepreneurs, artists and revellers have flocked here for almost 2,000 years. It is one of London's most vibrant areas, with a heady mix of culture, foodie delights, attractions and architecture. Bankside was once known as London's larder, it's a title that lives on today in the fresh produce of Borough market and the wealth of fine restaurants, pavement cafes and shops surrounding it.

You will work 9am to 6pm Monday to Thursday and 9am to 4pm on Fridays.

## For more information please contact Alice Mitchell:

alice.mitchell@theinstantgroup.com  
+44 20 7298 0616  
www.theinstantgroup.com  
www.instantoffices.com