



## Business Development Representative

Location: Westminster based Head Office, some national travel  
Salary: £30,000 plus sales commission  
Reporting: Reports into Commercial Director and supports sales team  
Role: Full time, Monday to Friday  
Closing date: Friday 20 July at 17:00  
Start date: immediate

## The organisation

Policy in Practice is an award-winning, socially focused start up company set up in 2013.

Government policy is complicated, confusing and ever changing. This makes the welfare system difficult to understand, to communicate and administer. We believe the welfare system can work more effectively and help people towards greater independence.

We simplify the welfare system on a national, local and individual level either through helping people on low incomes understand how government policy affects them - so that they can make better decisions and lead more fulfilling lives - or by showing local authorities how each individual household is affected by all policy changes, now and in the future. Our engine models how the policies of four government departments affect thousands of individual households on low incomes. We use a scientific approach to data visualisation that can drill down to individual households, track the effectiveness of support and help people to take control.

We have so far supported over 75 local authorities, housing associations and welfare to work organisations in their efforts to improve the future for many people across the country. Our work has reached over 1 million of the 8 million households that are affected by the welfare system, and our analysis has been widely covered in press and broadcast media.

Our mission is to reduce poverty, and we do so through our:

- [Benefit and Budgeting Calculator](#), which provides personal budgeting support, or through promoting work using our better off in work calculations
- [Low Income Family Tracker](#), which helps local authorities target resources more accurately, spend money more effectively and meet their statutory obligations.

While this is a huge achievement, it's not enough. We strive to reach every household impacted by welfare reform to bring positive change to their lives, now and in the future. We can only do this through our continued growth and development, and by bringing our influence to bear on policies of the future.



## The role

We are looking for a highly motivated and dynamic office based sales professional to help grow our calculator software business during an exciting time for the company.

Under the direction of the Commercial Director who heads up the sales team, your main focus will be on generating, agreeing and developing targeted sales leads from multiple sources. You'll be using your dynamism, personality and drive to reach frontline advisers and decision makers in local authorities, housing associations and advice agencies; secure meetings with them; set up and manage trials for prospective users; and help achieve sales.

As part of your role generating new sales leads, you will be an important link between sales and the operational delivery of our services, responsible for managing trials of our software, onboarding of new clients and supporting sales with ongoing account management to ensure all our customer are delighted with our services. Both the sales and account management elements of this role are critical to business growth and sustaining a high levels of renewals. You will spend 60% of your time on new business, 40% on account management.

## Job description

### **Business development**

Your core responsibilities will be identifying and developing new business prospects via telephone and email to introduce them to the company and the calculator, pinpointing the appropriate buyer and progressing them through the sales pipeline to meet or exceed targets. Excellence will be rewarded with growing responsibilities and remuneration.

On a day to day basis you will be:

- Following up warm leads as well as conducting your own research to identify cold prospects, using sources such as inbound marketing leads, prospect lists, discovery and individual research
- Conducting needs analyses to determine prospects' potential objectives – and potential objections
- Identifying key influencers to determine engagement, budget and timeline



- Building and cultivating relationships by setting up meetings and managing user demos/trials
- Initiating and conducting follow-up communications to move opportunities through the sales funnel
- Working with the Commercial Director and the rest of the sales team to develop and grow the sales pipeline to meet revenue goals
- Managing data for new and prospective clients in Pipedrive, ensuring all communications and activities are logged, and that information is accurate
- Preparing weekly reports outlining key activities, highlights and next actions

You may be required to attend and represent us at industry events such as conferences and trade exhibitions – a great opportunity to initiate, qualify and follow up contacts that you / the rest of the team make there.

### **Account management**

Clients need to be delighted with what we can offer; you will need to:

- Build client relationships and deliver impeccable service at every step of the journey
- Learn about and demonstrate understanding of each prospect's wider objectives to identify new opportunities to pass onto the Commercial Director for follow up
- Onboard new clients and set-up and manage inbound trial requests from the website, ensuring the software is aligned with prospective clients' needs so that they are delighted by its potential, and supporting them from their welcome email to training and ongoing account management
- Own usage reports and actively engage with clients at various levels to ensure improved and sustained levels of usage, and ensure client and internal feedback is provided and escalated to sales (and across the team) where appropriate
- Support our analysis projects by liaising with clients. Co-ordinate and support user groups, ensure clients understand the importance of timely access to data to support the execution of our analysis projects, and support software testing and deployment.

## Overview of required skills and behaviours

| Company values  | Individual key behaviours and values   |
|---|--|
| <ul style="list-style-type: none"> <li>• <b>Purposeful:</b> know what you are doing, and why</li> <li>• <b>Passionate:</b> we care not just about what we are doing, but also why</li> <li>• <b>Dynamic:</b> we push for opportunities to improve, be creative and innovative</li> <li>• <b>Insightful:</b> we're sharp, we go beyond just the analysis to get to the "so what"</li> <li>• <b>Ambitious:</b> not just for our clients or for ourselves, but also for those personally affected by welfare reform. The system can and should be better. We can and will be better</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Integrity:</b> building on our reputation to date</li> <li>• <b>Self-motivated:</b> to achieve your targets and help grow the business</li> <li>• <b>Commercial acumen:</b> to be both realistic and ambitious in your role</li> <li>• <b>Target driven:</b> to keep focused on sales and growth</li> <li>• <b>Team worker:</b> Taking ownership while being happy to share and learn with colleagues</li> </ul> |

## Overview of required experience

| Essential  | Desirable   |
|--|---|
| <ul style="list-style-type: none"> <li>• Ability to learn quickly and absorb complex information</li> <li>• Comfortable working with a technical product</li> <li>• Excellent communication and interpersonal skills</li> <li>• Evidence of an ability to build client and internal relationships</li> <li>• Organised with excellent attention to detail</li> <li>• A natural ability and passion for sales</li> <li>• Ability to deliver a sales cycle through to completion</li> <li>• A self-starter with the ability to stay motivated and work independently</li> <li>• Desire to work in a business with a social purpose</li> <li>• Ability to work effectively as part of a team</li> </ul> | <ul style="list-style-type: none"> <li>• Knowledge and/or interest in the welfare system</li> <li>• Knowledge and/or experience in local government or social housing</li> <li>• Proven track record in b2b sales and account management</li> <li>• Experience with a sales pipeline methodology</li> </ul> |

Please send your CV with a covering letter that clearly outlines your suitability and your interest in the post to [admin@policyinpractice.co.uk](mailto:admin@policyinpractice.co.uk) by Friday 20 July at 17:00.