



## SOLUTIONS LTD

Bringing clarity and insight into complex environments

### Contact Details

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### Placement Description

Job Title	Sales, Marketing and Business Development Manager		
No of positions offered	1	Preferred Start Date	ASAP
Team	Corporate	Role Type	Permanent
Remuneration	<i>Depending on Experience</i>	Reporting to	MD
		Hours of work	40
Work Environment	Office and customer sites		

<p>The Opportunity</p>	<p>This is an exciting opportunity to be a part of a dynamic, responsive, customer focused team of highly skilled individuals in an agile, progressive, forward looking, and growing company. Our products are leading the way in the UK and European Energy Market space: This is a hands-on job, with responsibilities for marketing and selling real-time business-critical decision support applications for the Energy Market.</p> <p>We need a dynamic Business Development Manager with real gravitas, preferably with experience of working with and selling software services or C/ETRMS solutions. Our customers range from Suppliers, Brokers/TPIs to Major Energy Users and we have a bulging new business sales pipeline that we need to capitalise on quickly. The focus of this role is to secure senior level relationships that build long-term customer revenues and profitability for the company.</p> <p>The Sales, Marketing and Business Development Manager is responsible for marketing to generate leads, qualifying and prosecuting new sales leads to support the Managing Director and other sales personnel. This individual will be a highly motivated, self-starter able to identify and develop new business prospects from multiple sources including inbound marketing leads, prospect lists, discovery and individual research. A dynamic personality with gravitas and a drive to reach decision makers is essential!</p>
<p>Responsibilities &amp; Detailed Job Description</p>	<p>The successful candidate will operate as part of a team where their role will include:</p> <p><b>Core</b></p> <p>Develop new business via telephone and other communication such as email, mailshots and social media to introduce the ETRMS and MV solution and identify appropriate buyers within the target market.</p> <ul style="list-style-type: none"> <li>• Work with the Managing Director to develop and grow the sales pipeline to consistently meet quarterly revenue goals.</li> <li>• Lead Generation / Sales presentation preparation</li> <li>• Identify key buying influencers within these prospects to determine budget and timeline.</li> <li>• Build and cultivate prospect relationships by initiating communications and conducting follow-up communications in order to move opportunities through the sales funnel.</li> <li>• Follow up on leads and conduct research to identify potential prospects.</li> <li>• Prepare and analyse sales pipeline reports and dashboards.</li> <li>• Prepare and adapt marketing media to changing product capabilities and market requirements</li> </ul>

<p>Responsibilities &amp; Detailed Job Description</p>	<ul style="list-style-type: none"> <li>• Reviewing the company sales and marketing material, to ensure it is achieving its aim and remaining up to date.</li> <li>• Propose updates/ changes / new marketing methods</li> <li>• Monitoring of the company website / adwords / linkedin ads performance</li> <li>• Identifying visitors and generation of potential leads</li> <li>• Assistance with Sales and sales admin</li> <li>• Manage data for new and prospective clients in Pipedrive.com, ensuring all communications are logged, information is accurate and documents are attached.</li> </ul>
<p>Key Skills required</p>	<ul style="list-style-type: none"> <li>• Ability to work professionally, quickly and accurately whilst under pressure with a friendly, positive can-do attitude.</li> <li>• Self-motivated, pleasant personality. Must enjoy working in a small team and individually.</li> <li>• Ability to communicate with accuracy and clarity in both verbal and written communications, especially with external personnel at all levels.</li> <li>• A strong technical ability able to understand complex technical software solutions and to be able to present these to potential customers.</li> <li>• Have a 2.1 in a relevant Masters or under graduate degree or at least 5 years demonstrable relevant and current experience.</li> <li>• Experience in a testing sales role for a technical company.</li> </ul>
<p>Desirable Skills</p>	<ul style="list-style-type: none"> <li>• Good understanding of MS Office tools, (Excel, Word etc) and the Internet is very important.</li> <li>• Demonstrated ability to meet and/or exceed determined sales and activity quotas.</li> <li>• Excellent client service skills.</li> <li>• An interest in a small business.</li> <li>• Confident personality with excellent presentational skills and telephone manner.</li> </ul>

<p>Previous experience required</p>	<ul style="list-style-type: none"> <li>• Experience should include hands on in the retailing SME / I&amp;C energy markets, generation side, either working either for or with energy company.</li> <li>• Experience of working with and selling software services or C/ETRMS solutions</li> <li>• Experience developing sales and marketing material and literature.</li> <li>• A proven track record of strong client interaction and relationship building.</li> </ul>
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## Company Profile

<p>Details of the company's activities</p>	<p>At VuePoint Solutions we deliver innovative and intelligent solutions to meet customer needs.</p> <p>We are proud to be recognised as a highly responsive, flexible and imaginative team of experts. Our background is software development but our highly-skilled staff understand our customers' needs and work with them to ensure that the right system is designed, built and installed rapidly.</p> <p><a href="#">Market VuePoint</a> is our flagship product providing Energy Trading Decision Support. Used by some of the largest Energy Suppliers and Trading companies in the UK and abroad including EDF Energy, Centrica, Vattenfall, ConocoPhillips, Statoil, DONG and ESB Energy International, Market VuePoint provides the information our customers need to reduce risk and make informed decisions.</p> <p>Our newest product is an energy trading risk management solution (<a href="#">ETRMS</a>) which is attracting a great deal of interest and the reason we are looking to expand the company.</p>
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