

Business Development Associate

About Lightfoot

We are Lightfoot, a high-growth technology company based just outside Exeter that is trying to make a difference worldwide, one driver at a time.

We help businesses and private motorists improve performance and safety. Our technology has been proven to reduce fuel use and emissions rates by 10-20%, and at-fault accidents and wear and tear by 40-50%. All that from a clever little gadget made in the beautiful Devon countryside. Good, eh?

Our technology is pretty smart – it connects to your vehicle’s on-board computer and uses all of the live data it produces to analyse how efficiently you are driving. It’s similar to the way they analyse performance in Formula 1. Lightfoot turns all that data into simple feedback for you – the driver – so you know when you’re pushing your vehicle too far and can bring it back to maximum efficiency.

We are a growing business and have recently taken private-equity investment from the Business Growth Fund. We’ve moved into a brand-new, state-of-the-art office near Chudleigh (which was voted Exeter’s ‘Best Workspace’) and are excited to keep growing the Lightfoot family with like-minded, passionate individuals.

Job Outline

We are looking for an enthusiastic and highly motivated individual to contribute to and share in the success of our experienced and ambitious sales and business development team. Your focus will be on identifying and creating opportunities to introduce Lightfoot’s unique solution to relevant prospects, by building and cultivating relationships with key decision makers via telephone and email.

Roles & responsibilities

- Generate new leads for Lightfoot by telephone:
 - Identify, contact and qualify relevant prospects in order to introduce Lightfoot’s unique and powerful solution by telephone and email, and arrange sales meetings. This includes identifying key buying influences and their contact details using a variety of internal and external sources.
 - Build and cultivate prospect relationships over the telephone by initiating conversations and conducting follow-up communications in order to move leads into the sales funnel.
 - Follow up on and qualify warm inbound leads arriving through a variety of sources, including our website or marketing events such as trade shows and webinars.
- Work closely with the field sales team to assure appropriate handover of leads.
- Capture information for new prospective clients in our CRM system and ensure all communications and outcomes are correctly recorded
- Provide a summary report on weekly performance by email and at weekly sales meetings

Desired skills and experience

- Excellent spoken and written communication skills
- Professional, authoritative and upbeat telephone manner with the ability to build rapport and credibility with ease
- Ability and initiative to generate own leads
- Confidence to speak to and connect with senior level executives in all sized companies
- Ability to understand complex decision making scenarios, and tailor a pitch to suit who you are talking with and their specific situation
- Demonstrable ability to meet and/or exceed results and activity targets
- Experience working with Salesforce CRM, LinkedIn etc
- Computer & IT literate, including Microsoft Office suite
- Ideally, a minimum one years' experience in Sales Development / Lead Generation, including cold calling & discovery emails.

Personal characteristics

- A passion for prospecting, trying different approaches and using innovative methods to approach potential buyers
- Credible, reliable and honest
- Ambitious, results-driven and highly self-motivated
- Willing to work under own initiative, but within a supportive, friendly and fun team environment
- Organised and attentive to detail
- Personable and outgoing, with a good sense of humour
- Flexible and able to adapt within a fast-moving and exciting commercial environment

Salary & benefits

- Competitive salary & commission structure
- Participation in employee bonus scheme
- 24 days leave entitlement plus Bank Holidays and your birthday off
- Company car or car allowance
- Employee benefits platform including discounts at high street retailers, experience days and gym memberships
- Health & dental cashplan

Location

- Chudleigh, near Exeter

How to Apply

If you think you could be who we're looking for, please forward an email briefly summarising why you'd be great for the role, and include a copy of your CV, to work@lightfoot.co.uk.