

Job Brief, Description and Person Specification

Job Title: **Senior Business Development Manager**
Company: 192.com Business Services
Unit 8 -10 Quayside Lodge
William Morris Way
London
SW6 2UZ
Reporting To: Head Of Sales
Location: London SW6 and any additional sites required

The Company

192.com Business Services is a leading global identity verification solutions provider, specialising in the provision of data and technological solutions. Our online HTML and XML solutions are used by companies across a wide range of business sectors that want to defend their business against the fraudster, verify customer details to meet regulatory or compliance needs or to trace lapsed or old customers.

We have a significant footprint across all market sectors with a host of significant Online Gaming Operators, including PartyGaming, 888, Victor Chandler, PKR, Betfair and 32red. Please see www.192business.com for more info.

We're a fast growing company with ambitious plans and a track record of product development inherited from our parent company, i-CD Publishing. i-CD was founded in 1997 and is widely acknowledged as the most innovative provider of digital directories in the UK. We operate in a young market which offers fantastic growth potential for our company. Please see www.icdpublishing.com for more info.

The Position

This is an opportunity for a highly experienced, sales professional with extensive experience in sales. This is a chance to continue to develop a sales career within a high-growth, market leading identity verification solutions provider.

The individual will be a highly experienced senior new business focused individual and will have operated within the gaming sector.

They will be allocated a number of Power 50 prospects along with other key gaming related opportunities and will be tasked to own, understand, champion and target for significant new business. Additionally, they will be given the opportunity of a small number of existing clients to grow and deliver substantial revenues for the business.

This is a role for a highly motivated and enthusiastic sales professional. We are looking for someone eager to apply the skills they have learnt within their previous roles and to further their knowledge through the excellent positioning of our unique value proposition. You must have a strong desire to succeed.

It is essential that you can represent the company at all levels in an extremely professional manner to existing and potential clients. This includes oral, written communication and product presentations.

In order to qualify you must be able to demonstrate a strong track record of consistently hitting and exceeding target.

It is likely that the role will require considerable travel abroad, so personal flexibility will be needed.

You will be supported by your Head of Sales, our Sales Director, marketing team and product team who will provide you with the skills necessary.

Primary Objectives

- Win significant New Business and Growth Revenues through strategic account management of corporate sales of 192 Business Services, to Power 50 and other key gaming related companies.
- Proactively build a solid deliverable pipeline of new and growth business.
- Through excellent consultative selling skills, ensure the representation of solutions and value proposition are fully understood and accepted.
- Achievement of pre-agreed revenue targets within expected delivery timelines.

- Sourcing and Closing deals with new and existing clients.
- Provide excellent feedback of installed and future client base to all areas of the business for future product development
- Communicate partnership potential within the marketplace to Head of Sales for evaluation
- Use excellent process driven sales skills to ensure revenue maximization by customer and hence vertical sector in which you will operate.
- To fully understand the entire 192 Business Services solution set to a highly granular level to ensure ability to communicate the businesses abilities to the market, and maximize revenues.
- Demonstrate excellent closing skills through both commercial negotiations and contracting capabilities

Main Duties and Responsibilities

- Responsible for identifying key decision makers of new corporate clients and engaging in all parts of sales cycle.
- Achievement of personal target achieved through incremental revenue generation within the gaming market.
- Work closely with other sales roles within the organization in order to exponentially grow revenues delivered by existing customer base.
- Contact, meet and close customer needs by building own portfolio of clients.
- Develop value propositions, presentations and proposals
- Co-ordinate technical implementation with Client Services Manager
- Provide outstanding account management to installed customer base at all times to ensure customer satisfaction and revenue retention.
- To maintain the ACT CRM database at all times, and use the capabilities within to best manage opportunities / time and allow management visibility of pipeline.
- Consistently meet or exceed given KPIs, established in order to drive the success of the business.
- Maintain open communications with all levels of the sales force in order for best practice knowledge sharing.
- Ensure full clear understanding of the market, the entities operating within the market and obtain excellent competitive knowledge to enable the individual to become a “true” expert within the field.

Experience and Knowledge:

- University graduate preferred
- Strong B2B sales solution experience within the gaming sector
- Proven successful track record in Gaming Sales
- Full understanding and experience within the gaming market
- Knowledge of key contacts within the gaming sector
- Experience at selling at all levels of seniority up to board level decision makers
- Understanding of long-term sales process; selling complex solutions to multiple contacts
- Excellent commercial awareness with a good breadth of knowledge of the business information market
- Highly experienced in Tender / RFP / RFI Responses

Personal Skills and Qualities:

- Self starter with hunger to earn significant rewards
- Excellent communications skills
- Good presentation skills
- Strong negotiation skills
- Ability to work to tight deadlines
- Team Player
- Professional, confident and pro-active
- Positive and enthusiastic
- Customer focused
- Ability to dissect and analyse client queries.