

Senior Business Development Manager

Feed It Back are looking for a high energy and dynamic Senior Business Development Manager to increase our foothold on the ORM space. This role will be responsible for providing new business leads, servicing inbound sales and related enquiries with a focus on engaging and qualifying all prospective customers. This role is one of the first touch points for prospects and is the opportunity to set the tone for the full customer lifecycle following.

About Us

Feed It Back is a fast-growing player in the Online Reputation Management (ORM) space and over the last few years has helped build reputations for some of the biggest and best hospitality brands in the UK, including Las Iguanas, Be At One, Marco Pierre White and Loungers. Through its uniquely tailored ecosystem consisting of EPOS-linked personalised surveys, guest recovery processes and review monitoring platform its clients can ensure the best customer understanding, retention and satisfaction at every stage of the customer journey.

Duties of the Senior Business Development Manager:

- Contact prospective accounts by telephone, social media and email
- Market Research to keep on top of industry trends to develop warm leads
- Research lead list for warm and cold leads
- Identify prospects that fit the target demographic
- Attend networking events, community events and hearings to generate leads
- Use product knowledge to showcase the solutions that our company can offer to prospects
- Use database, CRM, or other software to track progress with new prospects
- Respond, engage and qualify inbound leads and enquiries
- Work closely with wider team to develop account intelligence, relationship maps, and use case opportunities through direct account engagement and insight tools
- Schedule appointments and demonstrate the platform to prospective clients
- Negotiate and win new clients

Requirements of the role

- A love of hospitality
- Minimum of 2-3 years B2B sales experience
- Previous background in Hospitality or Saas
- Great teamwork ethic
- Capability of understanding customer pain points, requirements and correlating potential business value (solution selling)
- Strong and professional communication skills -- written, verbal, presentation
- Highly motivated by achieving success and hitting targets
- Drive, Grit, Team Oriented: strong desire to compete and win

Package

- Competitive Salary
- Uncapped commission
- Expenses
- Experiences in some of the best UK hospitality operators up and down the country
- Great career progression opportunities
- Company laptop and mobile phone
- 20 days holiday + bank holidays and time off over Christmas