

Lorna Stone

Graduate business development executive

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Personal profile

A motivated, money driven university graduate looking for an opportunity to join a leading marketing organisation. Familiar with the identification of prospects, cold calling, attending client meeting, and account management and product demonstrations. Positive, energetic, focused and eager to further grow and develop existing business skills.

Lorna is currently looking to join a successfully company that invests in its people and provides in house training.

Academic qualifications

BA (Hons) Accounting & Finance 2:1

A' Levels: Maths (A) English (B) Geography (C)

Areas of expertise

Business development	Brand awareness
Account management	Cold calling
Product demonstration	Manage pipelines

Work experience

BUSINESS DEVELOPMENT EXECUTIVE

Citywide Marketing Company June 2010 - Present

Play a pivotal role in driving new business prospects forward, and assisting in maximising revenue opportunities.

Duties:

- Identifying, researching and targeting new business prospects.
- Liaising with new and existing clients over the phone and meeting them face to face.
- Gaining new appointments from hot and cold leads.
- Managing and maintaining databases of potential clients.
- Developing strong working relationships with prospective new clients.
- Producing monthly pipeline reports for management purposes.
- Selling the company services via telephone, online and also in the field.
- Providing support to the sales and marketing team through a variety of additional activities.

EXPERIENCE & KEY COMPETENCIES

Business development skills

- Able to identify and qualify potential new clients.
- Experience of and able to communicate effectively with key decision makers i.e. Heads of Departments and senior managers.
- Ability to recognise buying & closing signals.
- The ability to research potential corporate clients in detail.
- Familiar with risk assessment, asset class analysis, ratings and forecasts and rigorous benchmarking of the business environment.
- Conversant with Microsoft office applications and CRM database systems.
- Identifying cross-selling opportunities.
- Preparation of tenders for new business.
- Knowledge of how to cleanse and maintain prospect and customer records on the database.
- Can speak fluently more than one language.
- B2B sales exposure.
- Meet and exceed new business targets and KPI's.
- Promotion compliance and implementation.
- Experience of working to targets.

Personal attributes

- Self motivated and can act on own initiative.
- Can quickly learn in a consultative and complex industry.
- Excellent negotiation and problem solving skills.
- Flexible with working hours.
- Adaptable and have a positive attitude towards change.
- Motivated, persuasive and goal orientated.
- Full UK driving license and car owner.

References

Available on request.

Personal

Driving license:	Yes
Nationality:	British
Languages:	French

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