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**Job Title:** Service Business Development Executive

**Location:** Egham

## Role Overview

*The main role is to prospect for new business by contacting potential and existing clients using a variety of sales techniques while developing and maintaining strong, long lasting relationships.*

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## Key Responsibilities

- > To identify, target and develop new business opportunities for proAV in Support Services
- > To build, manage and process a sales pipeline through lead generation via multiple sources
- > Identify support service project opportunities and qualify each opportunity
- > Tracking of existing contracts held by proAV competitors to enable service sales team to plan strategy for contract renewals
- > Create and develop relationships both internally and externally including existing contracts and client bases, failed tenders' application, competitor service and project contracts, etc
- > Contact relevant parties and liaise with Business Development Manager and associated Account Managers to develop the opportunity/assign responsibility
- > Book meetings with end users
- > Liaising with Marketing for the development of targeting campaigns for new and existing clients with initial email contact, mail outs and tracking
- > Development of new, existing and prospecting accounts and diarising follow ups
- > To identify and sell additional services into the accounts such as hosted videoconferencing services and other service lines that may be introduced by the company from time to time
- > Attend key manufacture events and trade shows to network, build on relationships and extend product knowledge
- > To work with internal teams to identify any gaps in current project opportunities

## Desirable Skills

- > Experience in lead generation systems (Metropolis)
- > Experience of CRM systems, (ideally Microsoft Dynamics)
- > Experience of working in an AV / VC technology arena

## Additional Skills

- > Strong communication skills both verbal and written
- > Effective action and follow-up of required activities
- > A meticulous attention to detail
- > Administration and organisational skills
- > Commercial awareness
- > Ability to take responsibility

## Further Details

**Salary:** Dependant on experience  
**Reporting to:** Senior Business Development Manager  
**Department:** AV: Sales  
**Hours:** Full-time, 40 hours per week, flexibility required

## Contact

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Human Resources

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