



The Equipment
Rental Specialist

BUSINESS DEVELOPMENT EXECUTIVE – STOPPER SPECIALISTS

Position Snapshot

Driving new client acquisitions, wallet share and revenue growth in the Stopper Specialists business unit through telesales and remote communication.

Essential

- Excellent telephone manner and verbal communication.
- Self-motivated with a drive for generating new business and building a customer base.
- Reliable with desire to meet and exceed targets.
- Ability to work independently without constant close supervision.
- Adaptable with an aptitude for changing direction of efforts based on commercial strategy.
- Excellent timekeeping and organised approach to working.

Desirable:

- B2B sales experience.
- Knowledge of equipment rental industry and/or construction.

About the Role

- Follow up internally sourced leads in a timely manner.
- Manage a database of contacts with consistent levels of communication within each client organisation to drive new account acquisitions and wallet share.
- Identify new opportunities for the Stopper Specialists business unit.
- Generate leads for regional field sales team.
- Secure and arrange F2F customer appointments for General Manager and field sales team.
- Regularly update CRM system with relevant sales activities, ensuring that sale pipeline is up to date.
- Regular reviews with local line manager and General Manager to measure revenue performance and sales approach effectiveness in latest region or focus area.
- Cold call and warm call interactions.
- Promotion of all Stopper Specialists and wider Groundforce products to prospective customers.
- Offer solutions to prospective customers relating to the Stopper Specialists product offering.

When considered necessary or appropriate by management you may be required to carry out any duties considered within your skill and competence to assist the smooth running of the business.