



Lead Generation Executive
Harrow, Graydon UK

Working for Graydon

Graydon is one of the leading business information providers specialising in credit risk management, risk & compliance and marketing information. With revenues exceeding Euro 65m, Graydon is operating in the UK, The Netherlands and Belgium. Our users include SMEs to multinationals that offer trade credit including major banks and other lending institutions, public sector bodies and credit insurers. Graydon assists companies in reducing the uncertainty of doing business by providing complete, differentiated and high-quality risk management services. Graydon provides access to credit information and reports on companies in more than 190 countries worldwide. The Graydon group is owned by Atradius, one of Europe's leading credit insurance organisations.

What does the position entail?

Working closely with field sales, you will be issued a lead list of previously screened prospects to initiate conversations, find out commercial information and book face-to-face meetings.

For each contact, you will need to:

1. Conduct brief, online research
2. Speak to DM/ users in Finance departments
3. Ask a series of questions to uncover business needs
4. Discuss potential solutions
5. Arrange a meeting on behalf of the Field Sales team

What is the purpose of the role?

1. Book New Business meetings with medium to large sized enterprises
2. Over achieve a personal meeting target
3. Contribute to team success and atmosphere
4. Follow Graydon's sales methodology
5. Increase awareness of the Graydon brand through positively representing the company with every call

What are the key responsibilities?

1. Achieve set meeting & activity targets
2. Have engaging, commercial conversations with a large volume of prospects on a daily basis
3. Use CRM software to record sales relevant information
4. Manage a personal pipeline of leads and to follow up with prospects in a timely manner
5. Submit meeting forecasts & pipelines to management on a weekly and monthly basis
6. Follow the Graydon training plan and sales methodology

What experience is desirable?

- Over 3-month experience arranging appointments over the telephone with prospective customers

What attributes/skills are required?

1. Confident to approach previously uncontacted prospects
2. Create rapport
3. Organise a high volume of work tasks
4. Open and closed questioning to uncover business needs
5. Active listening
6. Confident presenter
7. Maintain a positive attitude even when experiencing rejection
8. Able to turn customer objections in to business opportunities

What do we offer?

1. Continuous sales training
2. Introduction to the credit industry and financial sales
3. A competitive compensation and benefits package

Interested?

Then we would really like to receive your CV together with a covering letter to the HR Department (HR@graydon.co.uk).