Job Description: Head of Pre-Sales

JOB TITLE Head of Pre-Sales

LOCATION United Kingdom

HOURS 37.5 hours, Monday - Friday

REPORTS TO Strategic Client Director

KEY ACCOUNTABILITIES

Lead generation through various channels, managing lead generation tools, supporting marketing initiatives, maintaining accurate pipelines, administering and training on platforms, identifying strategic business opportunities, ensuring data accuracy in Salesforce, and providing sales support.

KEY CONTACTS

Sales Directors
Executive Sales Team
Marketing
Strategic Groups
Internal Teams

SKILLS

- Excellent communication skills
- Ability to interact at all levels
- Sound understanding of freight forwarding operations and logistics capabilities
- Commercially focused and driven
- Solutions oriented and innovative

QUALIFICATIONS AND EXPERIENCE

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YOUR TASKS AND RESPONSIBILITIES:

- Responsible for Lead Generation
- Responsible for finding new Lead Generation Tools
- Marketing Support
- Assisting with Projects and project implementation
- Individual pipeline calls with Strategic Group
- Weekly pipeline report
- Targeted Cold calls – companies we have never spoken to
- Targeted Warm Leads – companies we have had contact with
- Old Leads – Resurrecting old leads and tenders
- Web Lead and UK inbox inquiry distribution
- Crickle, LinkedIn/Navigator and Leadjet upkeep/admin/training
- Zoom and Whatsapp Group Info upkeep/admin
- Salesforce admin/upkeep/training
- Phone tools admin/upkeep/training
- Targeting new strategic business opportunities
- Making external appointments face to face and/or discovery calls via teams/zoom for the Executive Sales Team and Directors
- Wish Lists – A list of high-profile businesses provided by Sales Directors
- Utilizing LinkedIn/Navigator/Leadjet
- Responsible for fully utilizing all aspects of Salesforce (CRM) and ensuring that all leads, account and opportunities are accurately and consistently reflected in Salesforce
- Upkeep of UK&I pipeline
- Building and running Salesforce reports
- Building and upkeep of Salesforce dashboards
- Salesforce UK&I superuser and responsible for user issues

I understand and agree with the above job description.

Date: _____

Name: _____

Signature: _____

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