

## Business Generation Executive, Manchester (0178)

### Purpose of the Role

To work closely with the Regional Director, Marketing Coordinator and Business Agents to implement, plan and execute structured business plans to generate inspections and opportunities. This role will be based in the Manchester office, on a permanent full-time basis.

### Duties and Responsibilities

- Calling potential clients to introduce Christie & Co and what we do;
- Updating and maintaining our web-based CRM tool (IBIS);
- Developing a thorough understanding of IBIS and how to use it to generate new leads;
- Using Mailshots and e-marketing tools to generate business;
- Maintaining a record of all client communication, including unsuccessful communication attempts;
- Reaching and exceeding targets;
- Analysing the performance of business generation strategies;
- Identifying leads and matching them to the most appropriate Business Agent.

### General Responsibilities

- To present and promote Christie & Co as a professional organisation with the highest standards of excellence and care;
- To contribute to the development of Christie & Co's corporate image and perception as a whole by demonstrating quality, consistency and reliability;
- To comply with company policies regarding Equal Opportunities, Health & Safety, Data Protection and Environmental Impact.

### Skills & Experience

- Previous experience in a cold calling role;
- Excellent customer service skills;
- Database management experience;
- Strong communication skills, both written and verbal;
- Previous experience in a service-sales role;
- Working knowledge of the property sector;
- Previous experience of Salesforce is advantageous.

### Personal Characteristics

- Personable and friendly;
- Polite and professional;
- Able to build relationships quickly;
- Hard-working, self-motivated and determined;
- Keen and eager to learn;
- Organised and able to prioritise workload;
- Enjoy working in a fast paced environment;
- Flexible and adaptable, responding well to change;
- Strong team player;
- Able to work under pressure;
- Able to work to deadlines.

If you are interested in applying for this role, please contact our People & Development team at: [jobs@christie.com](mailto:jobs@christie.com).