

Sales Lead, UK Custom Research

Reporting to: *Head of Custom Research, UK*

Department: *Custom Research (UK)*

Location: *London*

Contract: *Full time, Permanent*

We don't just collect data, we connect data. YouGov is an international research, data and analytics group. Our value chain is a virtuous circle consisting of a highly engaged online panel, innovative data collection methods, powerful analytics technology and deep research expertise. From the beginning we had one simple idea: the more people are able to participate in the decisions made by the institutions that serve them, the better those decisions will be. We are a global online community for millions of people, and thousands of organisations, to engage in a continuous conversation about their beliefs, behaviours and brands, and provide a more accurate portrait of what the world thinks. We are searching for a tenacious, proactive business developer that is enthusiastic and driven to reach their targets in order to earn great financial rewards. In this role, you will be leading a team of sales professionals in selling YouGov's well regarded Custom research capability.

What will I be doing day to day?

New Business Prospect Planning & Lead Generation – Leading from the front:

- Be able to identify and generate strategies to penetrate new markets and create high value opportunities across organisations.
- Develop a plan for yourself and your team for hitting target at the beginning of the year, maintain it on a quarterly basis and ensure you have an action plan for identifying new business to support this.
- Attend client meetings and conferences with sector teams to support business development activity
- Generate sales and campaign material alongside the sector teams

Internal stakeholder Relationship Management:

- Work closely with the Custom sector Heads and their teams to identify new sales opportunities and to form commercial relationships with existing clients
- Join regular sector head meetings and act as the point of liaison between them and your reports in the Custom Sales team

Sales Process:

- Ensure you have built and developed successful relationships with your clients
- Ensure that you have multiple contacts across each organisation
- Act as a mentor to other members of the UK Custom sales team, ensuring they follow your lead in new business development, and in maintaining relationships with existing clients
- Full use of the CRM system (NetSuite)
- Follow up of all marketing campaigns as agreed with sector teams
- Create a number of opportunities on a monthly basis for YouGov Custom to meet targets



Customer and Partner Relationship Management:

- Show in-depth knowledge of all customers, ensuring you have a several strong relationships throughout the organisation for all your accounts, Stakeholders & Influencers
- Have an ability to work across accounts including sister organisations
- Collect 2 testimonials or case studies a year from your clients

Knowledge of Product and Services:

- Proactively and consistently demonstrate the value of the YouGov solutions including tangible metrics for the client

Market and Industry Knowledge:

- Show and develop sector specific knowledge surrounding the markets and industry for both YouGov and clients

What do I need to bring with me?

This is a key role selling YouGov's extensive Custom research expertise and capabilities to sophisticated research buyers. As such it requires a credible, robust and sophisticated sales process. Ultimately, we need you to be sales focused with high motivation to achieve (ideally exceed) your targets. As a natural hunter, you will build relationships easily and be a positive influence over the sales team with your work ethic, never leaving any stone unturned.

To impress us, you will have an excellent track record of personal sales performance and understand the market research, data and analytics world and the intricacies that come with it. Any sector specialisms you may have developed over the course of your career would also be welcome (e.g. Retail, Media, Technology, or Financial Services).

In terms of personal attributes, we are looking for someone that is;

- Money motivated and hungry for success
- Energetic, determined and confident
- Results driven
- Self-disciplined
- Well organised and an excellent time manager
- A good listener and communicator (to a wide range of audiences)

From a skills perspective, we need you to have:

- Good written, oral and electronic communication skills
- Excellent Presentation skills (face to face and via online methods)
- Good client focus and handling skills
- Strong business and commercial acumen with strategic capabilities
- Experience using CRM systems

Some additional information . . .

This is a full time role (37.5 hours a week), based at our London Head Office in super-cool Old Street (but as a sales person we would hope you spend most of your time out of the office seeing clients). Our [candidate info pack](#) will tell you all about our company benefits and what our work culture is like – have a read!

