

Associate Director, New Business

Reporting to: *Director of Product Sales*
Department: *Sales (BrandIndex & Profiles)*
Location: *London*
Contract: *Full time, Permanent*

We don't just collect data, we connect data. YouGov is an international data and analytics group. Our value chain is a virtuous circle consisting of a highly engaged online panel, innovative data collection methods and powerful analytics technology. 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 new business development hunter that is enthusiastic and driven to reach their targets in order to earn great financial rewards. In this role, you will be selling YouGov's flagship data products; BrandIndex and Profiles (known as Plan & Track).

What will I be doing day to day?

New Business Prospect Planning & Lead Generation:

- Be able to identify and generate strategies to attack new markets and create high value opportunities across organisations.
- STAP- develop a plan 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.

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 sales team.
- Full use of the CRM system (NetSuite)
- Follow up of all marketing campaigns as agreed with manager.
- Create a number of opportunities on a weekly basis across all YouGov products to meet targets.
- All proposals and supporting documentation is to be produced using the challenger methodology.

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, the full DMU, 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?

In terms of personal attributes, you need to be:

- 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
- Experience using CRM systems
- Problem solving, analytical and numerical skills

This is a key role selling YouGov's flagship data products and requires a credible, robust and sophisticated sales process. Ultimately, we need you to be sales focused with high motivation to achieve (ideally exceed) your new business 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 data, analytics, research world and the intricacies that come with it. This role will be selling into the FMCG space, so you should also bring knowledge of consumer brands, what makes them tick and what sort of language they speak along with an understanding of the market dynamics.

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!

Don't forget to check out our [website](#) and here's a [client testimonial](#) to watch.

