



What we want to see from our VoCoVo Business Development Managers

At VoCoVo, we believe our product can help every retailer in the world. Household names like Tesco, Primark, Asda, Halfords, Co-Op, TGI Fridays, Pets at Home, Morrisons and Wickes already agree. We started because we knew voice communication could be a million times better than it was. Today, we've engineered our product offer endless integrations and we're expanding across Europe and internationally.

Growing with VoCoVo

In 18-months, we've grown from eight employees to 50. In 2019, we hit 1029% revenue growth and earned our place as the UK's 34th fastest-growing tech company on Deloitte's Tech Fast-50. We were the South West & Wales Regional Winners and the only communications company to make the list. Our secret? A team of brilliant people who share in our success. We invest heavily in our team and we have no glass ceilings. Because we know that sometimes, what we're doing might be classed as borderline-impossible, our rewards match the multi-million pound, euro and dollar deals that we secure.

Could you be in a Times Top 100 Company by 2021? Here's what you need to know.

What Makes a VoCoVo Business Development Manager Different?

1. THEY ARE GENUINELY PASSIONATE ABOUT HELPING OUR CUSTOMERS

Ordinary BDMs think their company has a good product and they can sell it reasonably well.

VoCoVo BDMs know their product can help every retailer in the world and their conviction is infectious.

2. THEY HAVE EXCEPTIONAL PRODUCT KNOWLEDGE

Ordinary BDMs refer to standard market info and product literature, adding nothing extra in their customer interactions.

VoCoVo BDMs know their product inside-out. They understand how it works and can explain not only its benefits, but its untapped potential. They are well-versed in their competitors' offerings and why VoCoVo outmatches other products on the market.

3. THEY ARE HUNTERS, NOT RESPONDERS

Ordinary BDMs are responsive. They have a passion for selling and react quickly when new leads come in from the marketing team. They always celebrate their successes but are quick to cite a reason when the numbers fall short - "Not enough leads from marketing," "Competition had a better offer," "No time to prospect." They propose solutions to fit customers' predefined needs but lack the drive to make an impact beyond that.



VoCoVo BDMs are hunters. They are proactive, self-motivated people that you won't find sitting around waiting for leads to land on their desk. They study their market sector (Supermarkets, Homeware and DIY, Restaurants or Clothing) and meticulously look for ways to get VoCoVo in front of the right people. Or they're already out there, kicking down doors in Tier 1 retailers, finding their customers' pain points and presenting a data-driven case to show that VoCoVo is the solution.

4. THEY ARE PATIENT AND RESILIENT

Ordinary BDMs give up easily when a client doesn't commit after several weeks of contact. They're quick to pass blame to the sales team, or to the client 'just not being a fit' or to a competitor getting in there first. They take rejection personally and find it hard to recover from.

VoCoVo BDMs have an insatiable drive to succeed. They understand that VoCoVo is never a quick sale and they relish the challenge of getting in the door at global retailers and building a watertight business case over several weeks. They love using strategy to qualify leads, get on the shop floor and use our 5-week proof of concept process to offer their customer custom solutions backed by real data.

5. THEY INSPIRE CONFIDENCE THROUGH A DATA DRIVEN & TRANSPARENT APPROACH

Ordinary BDMs keep loose records and forecast on gut feeling. They're always optimistic about achieving their goals - but they're never quite sure until the quarter closes.

VoCoVo BDMs are data driven and obsessed with numbers. They make no assumptions but constantly measure progress, audit their processes and adapt their strategies. They know whether or not they are on track to achieve at any point in time. And they base their decisions on data and inspire confidence through clear reporting.

6. THEY PLAN FOR SUCCESS AND CONTINUOUSLY IMPROVE

Ordinary BDMs claim to have a process but in practice, they don't. They use phrases like 'sales is an art not a science' and often fumble from interaction to interaction with no clear idea of the potential outcome.

VoCoVo BDMs know that securing multi-million pound contracts with the biggest businesses in the world isn't easy. That's why we've developed a consistent and successful acquisition process to help get these deals completed. Because our people know this process inside-out, they can read their customers and sense when things aren't going to plan. They can deliver on every step flawlessly because they have world class training, but they retain the self-awareness to continuously improve on themselves and the process.

7. THEY ARE BUSINESS CONSULTANTS AND INDUSTRY INFLUENCERS

Ordinary BDMs see themselves as salespeople. They understand their customers business at a high-level - what products they sell and who their customers are. They get into businesses and tell customers what they need. Their strategy is to 'wow' clients into buying by 'showing up and throwing up' lots of information.



VoCoVo BDMs see themselves as industry influencers. They are intimate not only with their customers strategies but also, their customers business processes, competitors, governmental regulations, trends and business models. They use this knowledge to create customer demand from scratch and think strategically because they understand they're selling a bespoke solution, not an off-the-shelf product.

They go into businesses with a mission to understand what the customer wants and needs, to uncover weak points in their business and define opportunities for growth. They use proven tools like time and motion studies, pedometer surveys, staff surveys and customers studies to create proof of concepts that build a proven business case for VoCoVo. Over time, they become more than a salesperson to their customers, they become a trusted consultant.

8. THEY CAN DELIVER EXCEPTIONAL KEYNOTE PRESENTATIONS

Ordinary BDMs turn up with a standard presentation they've used hundreds of times. Their pitch is not tailored to the individual client and the slide deck is poorly constructed with design and brand perception as an afterthought.

VoCoVo BDMs are brilliant storytellers. It's easy for their audience to remember the critical points from their presentation because they've weaved them through a clear narrative in a tailored pitch. VoCoVo sales people can set-out storyboards and translate them into clean and coherent slide decks that help their audience follow the story. We want our customers to remember VoCoVo and forget everyone else.

9. THEY BUILD RELATIONSHIPS AND PRIORITISE CUSTOMER CARE

Ordinary BDMs are efficient salespeople with a book of contacts they can call on when they need a favour but rarely make time to give something back. They enjoy the thrill of making a sale and once they've closed the deal, they move on quickly.

VoCoVo BDMs genuinely enjoy working with people. They know how to engage with colleagues on the shop floor through to their CEO and they always remember a name. They're willing to put in the legwork to forge relationships with relevant partners and they nurture those relationships over time - even if they don't lead directly to a sale - because they know that you're only as strong as your network. They will always choose an in-person visit over a phone call when they can because they'd rather their customers saw too much of them, than too little.

10. THEY ARE TRUE TEAM PLAYERS

Ordinary BDMs are territorial over their customer accounts and prefer to keep progress to themselves until deals are closed. They rarely ask for help and see their team as an optional support on their journey to success.

VoCoVo BDMs are easy to work with and value input from their team. They know there's no such thing as a quick sale in our industry and that everyone on the team has a role to play. They communicate regularly with their colleagues, give updates on their progress and make sure everyone is up to speed on customer accounts.

11. THEY ARE AMBITIOUS AND DRIVEN TO BE THE BEST THEY CAN BE

Ordinary BDMs say they want to progress but don't invest time in their own self-improvement. When challenged, they don't rise to the occasion but retreat to the level of their training. In their eyes, it's the company's responsibility to fill gaps in their training with no input from them. In return, their company rarely offers them more than the occasional course or annual conference ticket.

VoCoVo BDMs focus on their strengths and their weaknesses. They know they're on an exciting journey and that they'll need to develop themselves to keep up with the business. With a clear vision of where they want to go, they work with their mentor to create a tailored development plan. They can identify the support they need and communicate that to the company.

This is a high-pressure role and we understand that sometimes, what we're asking might be borderline-impossible. So we invest heavily in training to make sure our people have the tools they need to succeed. In turn, we'll reward you for doing amazing things. Sign a six-figure contract with a leading retailer and we'll recognise that with more than a great bonus - we'll repay your hard work tenfold, with a healthy bonus, generous incentives and even holidays.

12. THEY METICULOUSLY MANAGE AND RESPECT THEIR OWN TIME

Ordinary BDMs jump to their customers' every beck and call. To clients, they're 'just a salesperson' and not someone to work with on an equal footing. They have a never ending to-do list, piles of emails to respond to and they're constantly on the road trying to keep everyone happy. They burn-out quickly, lose enthusiasm for their role and have no energy to invest in their own development - let alone think about career progression.

VoCoVo BDMs recognise that they're in difficult and high-pressure position. They are laser-focused when it comes to time management and rely on precise planning to juggle demands on their time and deliver the best results for their customers and for the company. They can tell you when they'll be prospecting, building a proof of concept or visiting an existing customer - down to the hour.

Equally, they know that sales can easily become an all-consuming, 24/7 occupation, and that the best salespeople prioritise their work-life balance. So they can distinguish demanding customers from those who need urgent help, and are happy to respond to the latter in their down time. They make time to get away for long weekends, enjoy their families, switch off their devices and recharge. Exceptional BDMs put their well-being first, because it keeps them at the top of their game.

We offer:

- 37.5 Hours per week
- Company bonus scheme
- 25 Days holiday + bank holidays
- 5% contribution matched pension
- Life assurance
- Private medical insurance
- Employee assistance programme



- Free on-site company parking
- Cycle2Work scheme
- Amazing environment in the Oxfordshire countryside
- Professional subscriptions
- Enhanced maternity & paternity package
- Personal training & development budget

If you are excited by this challenge then we want to hear from you.

To apply please forward your CV and covering letter, detailing why you feel this role is perfect for you, to recruitment@vocovo.com

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