

# Sales Researcher

*the*

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FUSION GROUP

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*of companies*

*evolving since 2006*



# Who Are We

- A unique group with a passion for hospitality in Scotland and the UK.
- We live and breathe tourism in Scotland and the UK and have done for over 15 years, now operating, managing and supporting services for over 1050 rooms and units across Scotland and have in the pipeline a further 360 before the summer of 2022.
- Our purpose is to help the hospitality and events industry do more – deliver more, gain more and grow more.
- Our spirit of entrepreneurship, innovation and market disruption has built up a diverse group of companies: Accommodation Services, Fusion Meetings and Events, Drysdale and Company to name a few, as well as building partnerships with many other hospitality businesses.



# The Role

- This new role will sit across all areas of the business and will support different areas as and when needed.
- As part of the role, you will be responsible for collating sales leads into credible and meaningful information that the team uses to touch base and contact prospective clients. The information comes into the business in many different formats and from various sources, and will need to be compiled and recorded on our own CRM systems.
- All leads need to be researched fully via means such as LinkedIn, company websites, internet searches and press articles and generate your own leads from emails, social media and identifying companies and people of interest.



# Responsibilities

- The work as Sales Researcher will be varied, however the primary function will be to provide research support across the company.
- Exploring and providing full packages of information sufficient to enable accurate cold and warm calls.
- Providing researcher leads generated by daily review of newspapers, industry magazines and internet sources.
- Actively research industries and sectors to create non-market lead information.
- Record all opportunities accurately on CRM and documents.
- Work with different departments in line with strategy.
- Recording leads accurately on a detailed Excel spreadsheet and producing reports as requested.
- Providing commercial agent feedback information to networkers and lead generators on a timely basis.
- Produce management reports on a weekly, monthly and quarterly basis.
- Outgoing phone calls may be required to qualify perspective clients together information.
- From time to time you may be required to carry out other associated works within The Fusion Group of Companies.



# Person Specification

- Excellent knowledge of MS Excel
- Previous experience of using a CRM system(ACT)or LinkedIn for research is advantageous but not essential
- Strong analytical skills
- Experience of working in an office environment
- Interpersonal skills
- Mature attitude with a self-motivated attitude
- Assertive and confident personality
- Able to work in a sales environment



# Remuneration

- Pay/salary and profit share dependent on experience.

## Interested?

Send a copy of your CV and covering letter to [recruitment@fusiongroupuk.co.uk](mailto:recruitment@fusiongroupuk.co.uk)

