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| **Job Specification** | **Business Development Executive** |
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**Company Background:**

Serve Legal is the UK’s leading supplier of Retail Compliance Audits, enabling market leading businesses to successfully measure and improve performance in this area. We perform independent, undercover audits enabling companies to establish if expected staff performance, operational standards and company procedures are in place.

Serve Legal is a dynamic, growing company delivering over 200,000 audits a year. We’re proud to have built a UK wide community of around 8,000 auditors and possess valuable expertise in age-restricted sales, allergen safety and media compliance auditing. This is a great opportunity to join our friendly team at a really exciting time for the business, as we embark on an ambitious growth plan and drive Serve Legal forward.

Serve Legal has recently completed the acquisition of a company called Storecheckers, marking an exciting new chapter in our growth. This acquisition enhances our service offerings and expands our client base, allowing us to deliver even greater value to our clients. The successful candidate may be required to be dynamic and flexible as we form our relationship with our new colleagues and clients.

**Purpose of the role:**

Drive new business and boost client engagement in the age-verification and compliance space. Responsibilities include lead generation, proposal development, partnership outreach, and managing prospect pipelines.

**Principal accountabilities:**

An effective Business Development Executive will generate revenue from cold prospects consistently, maintain a strong sales pipeline for the company and manage their portfolio of client accounts effectively. They will build strong and engaging relationships and deliver growth opportunities with current clients and prospects. They will also proactively suggest and implement improvements to sales and marketing techniques and communicate efficiently with the Client, Sales and Marketing Team (CSM).

**Key Responsibilities**

**Market Expertise**

* Demonstrate understanding of legal/compliance, audit, or regulatory service sectors - ideally within age-verification, mystery shopping, or similar environments.
* Navigate UK legal frameworks and compliance requirements, including age-restriction laws, data privacy, and professional standards.
* Apply knowledge of B2B sales cycles in professional services, with a focus on building trust with corporate and institutional stakeholders.

**Sales & Business Development**

* Identify and engage new business prospects through cold outreach, networking, referrals, and inbound leads.
* Own the sales pipeline using CRM systems, ensuring accurate tracking of opportunities, proposals, and conversion data.
* Build strong relationships with senior decision makers to understand client challenges and offer tailored solutions.
* Write persuasive proposals and craft compelling value propositions aligned to client needs.
* Maintain and grow client accounts by identifying upsell and cross-sell opportunities.
* Deliver confident and persuasive presentations, negotiate effectively, and close new business deals.
* Work towards revenue targets and sales KPIs with a structured and disciplined approach.

**Cross-Functional Collaboration**

* Partner with Operations, Marketing, and Legal teams to align messaging, proposals, and service delivery with market expectations.
* Use data-driven insights (e.g., pipeline health, conversion rates) to inform sales strategy and prioritise activity.

**Other Skills**

* Communicate clearly and professionally, with high emotional intelligence and the ability to build rapport quickly.
* Be proactive, resilient, and self-motivated in a fast-paced and competitive services environment.
* Stay adaptable and solutions-focused in managing internal and external challenges.
* Good presentation skills: able to create a presentation and deliver it to both small and large groups. A confident and assured presenter.
* Proven ability and competence in using Microsoft Outlook, Word, Excel, Office and Teams programmes and the ability to expand knowledge in these areas.

**Experience & Qualifications**

* 2-4 years' experience in a mid-level B2B business development or sales role.
* Experience working with clients in legal, compliance, or professional services sectors is highly advantageous.
* Proven track record of generating leads and closing mid-to-large contracts.
* Comfortable using CRM platforms and sales enablement tools.
* Strong understanding of the UK compliance landscape is a plus.

**Occasional Requirements:**

* Provide cover for other Client Managers when on annual leave.

**Other Requirements:**

* This role is a work-from-home position. If you live within a commutable distance to our office in central London, we can discuss a hybrid role.
* Attendance at monthly office-based team meetings.
* Travel to in-person sales and client meetings where required.
* Attendance at all company-wide events is expected, usually once per quarter.
* Attendance at the London office up to 4 times per month.

**Interview process**

* Step 1: Initial 30 minute online interview
* Step 2: In-person meeting, which will include a presentation and a short-written communication assessment.

**Further details:**

* Full-time role in the Client, Sales and Marketing Team (37.5 hours per week)
* 25 days of Annual Leave per year (plus Bank Holidays)
* 1 Self-Development day per year (cannot be taken in conjunction with standard Annual Leave)
* Starting salary: £40,000 per year (based on level of experience)
* Competitive commission scheme, potential to earn an additional £15,000+ per year
* Travel expenses covered
* Probation period: 6 months
* Company pension scheme available