



# Candidate Information

New Business Executive

# What We Do

**Bloom offers a compliant fully managed marketplace for professional services across the public sector.**

We specialise in bringing together a community of clients and suppliers to help the public sector buy and manage services in a compliant, efficient and effective way. We aim to give the best choice for our clients and open up more business opportunities for suppliers, big or small.

We provide a full end-to-end marketplace solution for the procurement, contract management and payment of all professional services.



# A message from our CEO

"I am passionate about Bloom and what we believe in, where we're going, and how we'll get there.

**Our Purpose, Mission, Vision, and Trademark Behaviours bind us together to form our commitment culture and help us grow both individually and collectively.** Our culture influences how we treat one another each day and the behaviours we reward. It creates an environment where everyone is real and true and that is something we all are proud of.

It also drives growth and long-term financial sustainability. **We value individuality and diversity and that's what allows us to work together to create innovative approaches for our customers,** which sits alongside our deep expertise in enabling brilliant outcomes.

**Bloom is growing rapidly; we are naturally curious, and our journey has only just begun.** We are investing in our people and technology and have big plans for the future.

So, if you think all that sounds interesting then you should consider joining us and being part of it, you'd be working with some great individuals in a great business that cares about its people and customers."



# Purpose

Enabling brilliant outcomes today that  
build a better tomorrow

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# Mission

Deliver an outstanding customer experience and maximum value for  
every pound spent on professional services

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# Vision

Provide a professional services marketplace  
that delivers brilliant outcomes

# Trademark Behaviours

Our trademark behaviours aren't just behaviours, they're our language and an essence of everything we do.

The most successful cultures are the ones that work together in a harmonious way. This is something that we realise and are truly passionate about.

We want everyone who joins Bloom to feel a part of our team. We strive for our people to know that their role is equally important and contributes to the whole Bloom mission. This includes you.

We have our trademark behaviours in place to ensure we're all pulling in the right direction, together as one.

Our trademark behaviours are...



# We are Bloom



Working in partnership:  
**nepo** **Bloom\***  
\*Opening up procurement

**Bloom\***  
\*Opening up procurement®

**Enabling brilliant outcomes  
today that build a better  
tomorrow**

To find out more about Bloom Procurement Services:

[Case Studies](#)

[Testimonials](#)

[Framework](#)

[Social Value](#)

[Meet the Team](#)

[Bloom News](#)

# Bloom Benefits



Company bonus scheme



Simply Health cash back plan



Byond cashback card – earn on your everyday spend



Learning and Development Opportunities – individual personal development plans



Hybrid working & flexibility



Employee Voice – Hive HR Engagement Survey and Open Door



A day off for your birthday – because you deserve it!



Death in Service – four times your salary



25 day holiday allowance - increasing with length of service to a maximum of 29 days plus bank holidays



Hive Fives - Little messages big miles recognition portal. Everyone deserves a pat on the back.



Employee Assistance Programme – for the time you need support



One day to give back via volunteering



Buy up to 5 additional days holiday



Grab a Grand referral scheme



Company Pension Scheme



Company social events



Electric Vehicle salary sacrifice scheme



Cycle to Work scheme

# New Business Executive

Remote, up to £25k, commission + 10% potential bonus  
Reporting to Head of Client Solutions

## Job Purpose and Summary

The New Business Executive plays an intrinsic role in the identification and management of new business opportunities with both existing and new clients (buyers and suppliers). The core objective is to identify and cultivate new business opportunities through proactive outbound activity (calls, emails and social channels), whilst owning and managing the incoming lead process for the Client Solutions, Client Engagement and Central Government and Blue Light teams. Once qualified, using a robust sales qualification process, the NBE will make meeting appointments with the appropriate team member to progress and then close.

The New Business Executive will be the Growth Team's CRM champion, working collaboratively with the wider business and ensuring business opportunities are effectively managed throughout all touch points and accurate information is held for key decision makers within target organisations.

The ideal candidate will be given scope to help further shape the role, systems, and processes.

## Key Accountabilities & Responsibilities

- Proactive outbound activity to generate new business leads for the Growth Team
- Using tools available (platforms such as Tussell and social media) to proactively seek out prospective clients to promote Bloom's service offering, generate interest and awareness, and to successfully secure introductory meetings for the Growth Team
- Follow up, manage, convert and track all inbound leads to secure qualified appointments for the Growth Team
- Engage with lapsed clients to reintroduce and reconvert them to use Bloom's solution
- Work collaboratively with other customer facing teams and leaders, such as Customer Development and Operations, reflecting a "One Bloom" mentality
- Become the department's CRM champion
- Ensure a sound understanding of Bloom's service offering and keep abreast of key industry trends and pain points to respond to current and prospective client needs
- Collaborate internally with colleagues to ensure sales tools and messaging are consistent, relevant and accurate
- Nurture and progress owned opportunities

There will be scope to develop the New Business Executive role which includes possibility for the NBE to given a set of clients to manage throughout the entire sales cycle (lead qualification through to project contract signing).

## Key Performance Indicators

- Revenue performance against target - for allocated clients
- Action all leads within 24 hours
- Monthly appointments made for the Growth Team
- 100% accuracy of CRM
- 85% of leads converted

# Mindset, Behaviours, Skills and Knowledge

## Behaviour, Mindset and Attitude

We are looking for role holder to be able to demonstrate the following behaviour:

- Target driven and self-motivated, the New Business Executive will proactively identify and contact new leads for the Growth Team
- Personable, perceptive, and inquisitive in nature, the New Business Executive will build positive and impactful client relationships through effective engagement, through effective engagement, identify their requirements and challenges and present Bloom's solution to address those challenges
- Displays behaviours in line with our trademark behaviours and always strives to deliver an outstanding customer experience

## Skills, Know-how and Experience

To achieve performance excellence, the role holder must be able to demonstrate the following:

- A tenacious and positive attitude with a strong desire to generate new business opportunities
- Excellent verbal and written communication skills with an ability to influence and persuade others effectively
- Excellent interpersonal skills and ability to engage and work collaboratively at all levels and establish credibility with peers and senior leaders
- Willingness to develop a deep and comprehensive understanding of Bloom's service offering and target markets
- Ability to multi-task, plan and prioritise workload
- Ability to make decisions, problem solve and take a pro-active approach to work
- Methodical with a strong attention to detail
- Ability to work under pressure in a target sales environment

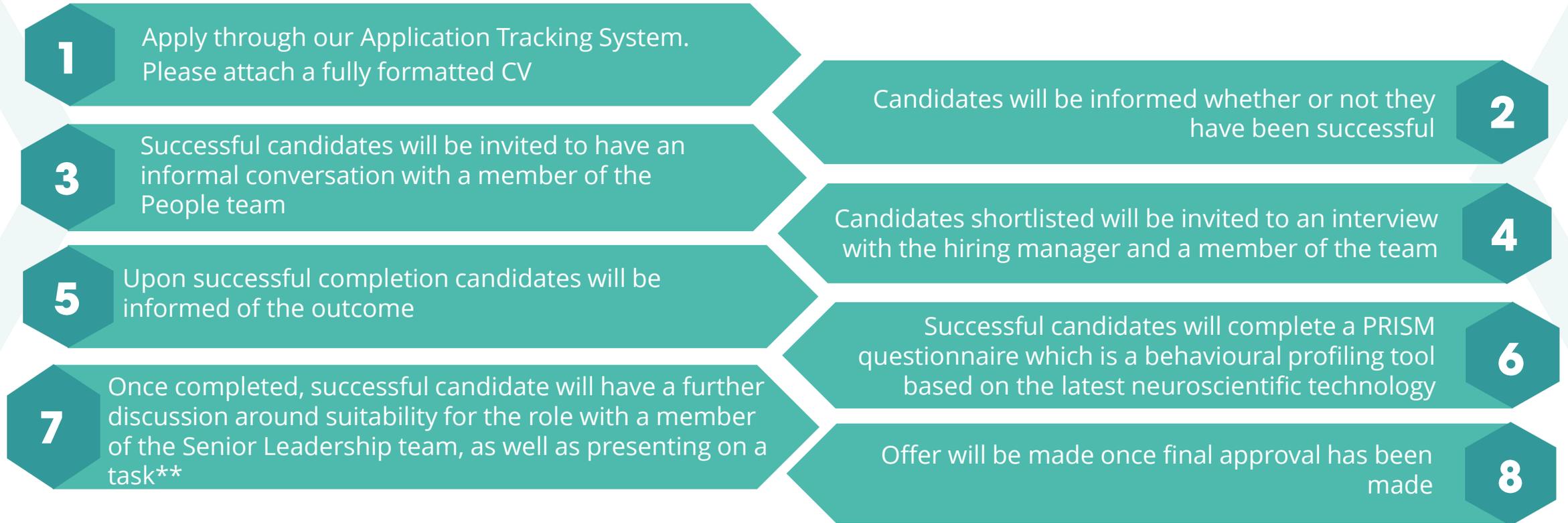
## Technical / professional qualifications:

- Sales experience essential

Preferrable:

- Previous experience working in a call centre or telephone sales environment

# The Recruitment Process



\*\*Dependent upon role. You will be informed and will be given plenty of time to prepare for the task!

# What some of our current employees say about us...

“Bloom is a company where innovation and passion run throughout each department, and I think that is the key to its success.

I would say the best thing about working at Bloom would be the people – everyone goes above and beyond to help and provide insight if needed.

Working in the Commercial Team has given me the opportunity to utilise my skill set to bring a positive change to the public sector through professional services. This supported by a flexible working environment makes Bloom an amazing place to work. “

I joined Bloom in April 2021 with one year's PQE. I had known a little bit about Bloom – what it does and how it operates with clients and suppliers - but I was yet to learn all about the ins and outs of the Bloom world.

In the first few months of my role, I got to know the people at Bloom, what they do and how together everyone makes a difference in keeping the Bloom engine running, this was integral to my role.

Through daily talks with my manager, I have been able to discuss all aspects of my role, from challenges faced and ways to overcome them, to how I can improve and what I am doing well in. The constant communication has been and still is a great way for me to learn and develop.

I have been at Bloom for almost a year now and during this time I have met such wonderful people and have learnt a lot! I had no experience of procurement or contracts before joining, but with the help of my manager and the rest of Bloom, I am now in a position where I can confidently say I am good at my job.

At Bloom we are making a real societal difference.

I have had the pleasure of working with some fantastic customers and supporting impactful and critical projects across the UK; from major regeneration projects that elevate the lives of local residents, to complex healthcare projects, ensuring patients continue to receive the exceptional levels of care from our inspiring front-line workers.

This wouldn't all be possible if it wasn't for the Bloom community, who all play an integral role within the business. Brilliant, selfless, and knowledgeable individuals who are passionate about what they do.

**Interested? Apply today!**  
**We look forward to receiving your application.**