Job Title: Business Development Executive - Nordics

Reporting to: Managing Director UK & Nordics

Location: Swansea Office/Hybrid

Job Purpose:

To be responsible for increasing revenue in the Nordics region through the SANS product portfolio, by the management and growth of existing, selected Tier 2, 3 & 4 accounts, developing new and existing customer relationships whilst identifying and pursuing new opportunities from prospect to partner, in accordance with the SANS brand, values and mission statement.

Main duties and responsibilities:

Account Management (Tier 2 – 4 Accounts)
- Conduct effective, regular Customer Account Reviews.
- Through effective communication, establish, strengthen, and maintain positive relationships with former, current, and new customers.

Business Development (Tier 2 – 4 Accounts)
- Convert qualified incoming leads for Tier 2 – 4 accounts.
- Regularly contact Tier 2-4 major spending customers.
- Forecast sales on a monthly basis in line with business CRM processes.
- Maintain an accurate and robust sales pipeline via the CRM (Salesforce).
- Demand generation campaign preparation for existing Tier 2 to 4 accounts.
- Demand generation follow up for Tier 2 to Tier 4 accounts.
- Follow, understand, and translate the latest Cyber Security developments and trends into customer driven solutions.

Event Success Check List Activity (Tier 2 – 4 Existing Accounts)
- Promote SANS’ events through appropriate social media channels.
- Contact Tier 2-4 major spending customers in relation to specific events.
- Regularly check event specific pipeline.
- Conduct invite calls to Tier 2-4 VIP’s for specific events.
- Facilitate tactical promotion communications where appropriate.
- Promote and use escalation tactics for struggling events when necessary.

Delegate Calls/Meetings
- Respond to all delegate feedback for Tier 2 to 4 customers.
- Conduct calls to all previous year delegates.
- Attend SANS meetings, events and trade events as required.
- Support the SANS’ Operations Team at SANS events as required.

Other
- To manage, deliver & exceed agreed targets, KPI's and other set objectives.
- To effectively manage the invoicing and aged debt process for Tier 2,3 and 4 accounts, ensuring customer invoices are paid in a timely manner.
- Provide excellent customer service to Tier 2,3 & 4 accounts when necessary.
• To build and maintain the SANS brand and mission within the wider Cyber Security community.
• Carry out additional tasks as requested by the SANS Management Team.

**Personal Specification**

• Educated to a good standard. (Minimum A-Level or equivalent).
• Previous experience of working in a sales focused role is essential.
• Fluent (written & verbal) in a Nordic Language, eg. Norwegian, Swedish, Danish.
• Able to deliver against agreed KPIs and targets.
• Strong influencing and negotiation skills in a business environment.
• Sales focused and commercially aware of new business opportunities.
• Strong IT Skills, including experience of working with all Microsoft Office products.
• Able to use social media platforms such as LinkedIn.
• Proficient in managing customers using a CRM, experience using Salesforce and Tableau is desirable.
• Able to align and prioritise multiple client accounts whilst delivering a world class service.
• Ability to plan, forecast and report against sales plan and targets.
• The ability to plan and prioritise own workload and work to strict deadlines.
• Ability to network and communicate at all levels both internally and externally.
• Ability to use initiative and creativity to overcome customer objections.
• Ability and desire to travel to SANS events in Europe and London.