



Job Description

Job Title: Business Development Executive, (BeNeSwiss)

Reporting to: Country Lead (BeNeSwiss)

Location: Office Based, Swansea

Job Purpose:

To be responsible for increasing revenue in the BeNeSwiss 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.

Principle Responsibilities

Account Management (Tier2 – 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.