



Job Description

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| Job Title: | SSA Business Development Manager |
| Reporting to: | SSA Manager |
| Location: | Mainland Europe (Netherlands or Germany) |

Job Purpose:

The SSA Business Development Manager (BDM) will play a key role in building and nurturing strong customer relationships. By actively engaging with customers and understanding their needs, the BDM will enhance satisfaction and loyalty while maximising the lifetime value of each customer. This position focuses on optimising the purchase and use of SANS Security Awareness training programmes. The BDM will find and support new customers during onboarding, identify upsell opportunities for additional courses, and encourage regular use of SANS offerings to enhance employee cybersecurity knowledge.

Main duties and responsibilities:

Customer Relationship Management

- Build effective relationships with new customers, including management and executive stakeholders, to understand their objectives and enhance customer lifetime value.
- Establish productive, professional relationships with key personnel in assigned partner accounts.
- Engage with current and prospective clients to convert opportunities into increased business and conduct periodic business reviews to confirm satisfaction, address technical issues, and promote successful product adoption of SANS training and resources.
- Create trusted relationships with key personnel in client organisations to uncover opportunities for growth and improvement.

Sales and Business Development

- Actively pursue leads generated from marketing initiatives and develop new client prospects through networking, cold calling, and social media.
- Present SANS services and solutions to strengthen existing relationships and cultivate new ones.
- Meet assigned targets for profitable sales volume and strategic objectives in assigned accounts.
- Identify and leverage social media and campaign opportunities to establish and maintain client relationships.

Onboarding and Customer Success

- Manage the contracting and information for deployment phase and then the efficient handover to the Customer Success team.
- Develop and implement consultative strategies to help customers achieve their goals using SANS SSA and broader resources.



- Drive initiatives that improve the overall customer experience and foster satisfaction and loyalty among SANS clients.
- Collaborate with support and customer success teams to monitor customer usage, adoption, and health metrics to ensure satisfaction and engagement with SANS offerings.

Collaboration and Coordination

- Collaborate with marketing, sales, legal, customer support, content and technical teams to facilitate efficient management of activities and resources.
- Coordinate the involvement of company personnel, including support, service, and management resources, to meet partner performance objectives and expectations.
- Assist the Renewal Specialist with customer renewals and coordinate with Account Managers on upsell opportunities and new SANS product referrals.
- Work effectively with internal colleagues to advocate for prospect needs and ensure coordinated involvement across departments.
- Lead solution development efforts that best address end-user needs.

Market and Competitive Awareness

- Maintain a strong understanding of SANS products, industry competition, and market positioning within the cybersecurity Awareness training landscape.
- Develop and manage a pipeline of new business, demonstrating thorough knowledge of market dynamics, SANS offerings, and competitor activities.
- Proactively lead a joint partner planning process that develops mutual performance objectives, financial targets, and critical milestones for productive partner relationships.
- Strategically map accounts to deploy growth initiatives within the market.
- Meet and exceed bookings targets while maintaining accurate account administration in the company's CRM.

Other Responsibilities

- Manage, deliver, and exceed agreed targets, KPIs, and other set objectives.
- Build and maintain the SANS brand and mission within the wider cybersecurity community.
- Carry out additional tasks as requested by the SANS Management Team.