



### Job Description

<b>Job Title:</b>	<b>Business Development Executive, (Germany)</b>
<b>Reporting to:</b>	<b>Country Lead (Germany)</b>
<b>Location:</b>	<b>Office Based, Swansea</b>

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#### **Job Purpose:**

To be responsible for increasing revenue in Germany 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.

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### 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.