



Job Description

Job Title: Business Development Executive, UK (SSA)

Reporting to: SSA Manager, EMPAC

Location: Swansea Office/ Hybrid

Job Purpose:

To be responsible for nurturing renewals of an existing portfolio SSA customers, growing accounts as well as identifying, qualifying and driving new business opportunities across a dedicated region, in accordance with the SANS brand, values and mission statement.

Main duties and responsibilities:

Account Management

- Conduct effective, regular Customer Account Reviews.
- Through effective communication: establish, strengthen, and maintain positive relationships with former, current, and new customers.
- Generates customer contracts annually, and on time, whilst introducing additional products to the customer.
- Work with the SSA, SANS and marketing teams to map accounts, distribute leads, qualify opportunities and provide sales support to the channel as they work opportunities.

Business Development

- Qualifies incoming leads for Tier 2 – 4 accounts.
- Regularly contact Tier 2-4 customers, ensuring renewals are implemented in a timely manner.
- Proactively qualifies the business solution required to address customer requirements, assesses customers met and unmet needs, and recommends solutions that optimize value for both the customer and the firm.
- Maintain accurate account, license, and contract records within CRM system (Salesforce) and ongoing customer interaction through available data systems such as Tableau and internal dashboards.
- Monitor upcoming renewals, proactively identifying difficulties that may occur which could delay or impact the renewal and escalate when needed.
- Demand generation campaign preparation for existing Tier 2 to 4 accounts.
- Demand generation follow up for Tier 2 to Tier 4 accounts.
- Coordinate with internal and external stakeholders, to align solution design with customers' business requirements.
- Identifies expansion opportunities, to generate additional revenue (upsell/cross-sell), propelling those opportunities to closure and/or ensuring that the appropriate account management resources are engaged to maximize the opportunity.
- 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' products and events through appropriate social media channels.
- Contact Tier 2-4 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.
- 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 assigned accounts, ensuring customer invoices are paid in a timely manner.
- To effectively manage and maintain Salesforce and other data systems.
- Provide excellent customer service to Tier 2,3 & 4 accounts.
- Carry out ad-hoc administrative tasks as required.
- 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.