Job Description

Job Title: Business Development Executive, UK

Reporting to: Country Lead

Location: Swansea Office/ Hybrid

Job Purpose:
To be responsible for increasing revenue in the UK 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 Cybersecurity 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
• Manage, deliver & exceed agreed targets, KPI’s and other set objectives.
• 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.
• Build and maintain the SANS brand and mission within the wider Cybersecurity community.
• Carry out additional tasks as requested by the SANS Management Team.

**Person specification**
• Educated to degree level or equivalent.
• Experience working in a sales focused role.
• Experience of using any CRM systems previously.
• Ability to work under pressure, aligning and prioritising multiple demands.
• Experience in closing qualified leads.
• Strong IT skills, including experience of working with all Microsoft Office products.

To apply, please send an expression of interest and your CV to emea_hr@sans.org.