



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.