

# Business Development Manager

Permanent | Full-time

Minimum 2 years experience

£30k-40k + OTE + Bonus



synergy learning

# Overview



## About Synergy Learning

Established in 2005, Synergy Learning is a remote first leading learning technologies company, located in Northern Ireland. We're a global leader in the design and development of custom learning solutions, having helped clients in over 40 countries through more than 1000 projects. We are a certified Moodle partner and a Platinum Totara Partner and have won numerous awards in recognition for our work with these platforms. Our customers are the central focus of everything we do, and we work in partnership with clients as diverse as Ryanair and the National Health Service to help them improve their performance .

We thrive on teamwork and are a community of experts who are proud of our friendly and professional approach to getting the job done. Everything we do is underpinned by our vision, mission and values that are inherent to our day-to-day work.

# Who We Are



## Our Vision

To be the world leader in results-driven learning technologies that **Excite, Engage & Empower.**

## Our Mission

To create incredible learning experiences using technologies that deliver tangible, compelling results for our customers

## Our Values

### **1Team**



While we may have different roles and work from different locations, we share a common vision, mission and values that focus our collective efforts.

### **Innovation**



The platforms we build and the stories we create come from innovative, out-of-the-box thinking. We always look for someone who thinks differently.

### **WOW**



We want to create a platform that is the best it can be, making the decision to choose Synergy Learning as simple as possible and deliver an experience that makes customers say 'WOW'

### **Passion & Commitment**



Our team are hand-picked for their commitment to their craft and their work ethos. Passion for a job well done is the driving force behind everything we do.

### **Fun**



We're focused on delivering incredible results but we have a good time! With social events and a range of team building initiatives, you're guaranteed to have a bit of fun too!

# What We Offer



## The Benefits



**Welcome Pack with Latest Hardware**



**Bonus & Workplace Pension**



**Local Cafe Discounts**



**Perkbox Employee Perks Scheme**



**Monthly Social Events**



**Company Payday Drinks**



**Charity Initiatives**



**Access to the Hub in Belfast**



**52 Hours Protected Learning**



**35 Days Annual Leave**



**Wellbeing Programme**



**Flexible Working Options**

# What We Offer



## Job Purpose

The Business Development Manager's purpose is to build and manage a sales pipeline of prospective customers, collaborate internally within the wider team and deliver on an agreed quarterly/annual target.

This role is responsible for customer acquisition and will respond to new business enquiries, lead generation, writing tender responses and the delivery of targeted campaigns. By understanding customer requirements, they will effectively present the ability to meet these by demonstrating and presenting our value proposition.

The level of new and existing business successfully closed, against agreed targets, will be the key measure of your success.



## Overview

We are seeking an outstanding salesperson with the additional drive, enthusiasm and expertise necessary to bring our customers' requirements to fruition.

Ideally coming from a learning technologies B2B software sales background, you will create and build a significant sales pipeline through understanding customer requirements.

You will work with the wider team to create WOW, that comes with exceeding expectations.

Reporting to the Head of Sales and Marketing, you will be joining the team as we build a platform for significant growth.

If you find this prospect exciting, and you want to work in a positive, team focused culture; you have the talent required and identify with our vision and values, then we want to hear from you.

# What You Offer



## Key Responsibilities

- Generate prospects, respond to assigned leads and nurture a sales pipeline to contract close
- Maintain accurate and complete records of all opportunities and customer records within a CRM database
- Develop a deep understanding and knowledge of our products and services
- Understand and define complex customer requirements and demonstrate how we support customers to exceed these
- Present highly competitive commercial proposals and demonstrations, both live and virtually, in coordination with the wider team
- Deliver against quarterly and annual targets
- Act as a brand ambassador for Synergy Learning ensuring that clients receive WOW customer service
- Engage proactively with goals, learning & development and performance management

## Essential Criteria

- At least 2 years B2B experience in selling SaaS applications
- Knowledge of Learning Management Systems
- Proven track record of consistently achieving sales targets
- Willingness to travel (when safe to do so)

# What You Offer



## Desirable Criteria

- Experience of Moodle and Totara
- Experience of using Salesforce
- Experience of using JIRA

## Relationships & Reporting

- The Business Development Manager will work collaboratively with Account Managers and Marketing Manager on a regular basis, and the wider Customer Success Circle.
- Reporting to the Head of Sales & Marketing

# How To Apply



If you are a suitably qualified and experienced person and you think you would like to join us, then we'd love to hear from you!

Please use the link provided to send a cover letter explaining why you are the best person to fill this role, outlining your career objectives and how Synergy Learning can help you fulfil them. You should also attach an up to date CV, and answer the supplementary questions as thoroughly as possible.

We are an equal opportunities employer and welcome interest from all suitably qualified individuals. We always recruit on merit alone, but as we are currently underrepresented by females in our workforce, we would particularly like to encourage women to apply.

If you are disabled, and/or require any reasonable adjustments to assist you in applying for this role, or in due course attending an interview, please let us know and we will do all we can to facilitate you.

## **Data Protection**

By applying for this position, you agree that we can process your data. We process this data for recruitment purposes only. We are storing this data in our Applicant Tracking System, which stores data in the U.S and is fully compliant with the EU data protection laws, and we will not share it with anyone else. We would like to keep this data until our open role is filled. We cannot estimate the exact time period, but we will consider this period over when a candidate accepts our job offer for the position for which we are considering you. When that period is over, we will either delete your data or inform you that we will keep it in our database for future roles. Here's a link to our privacy policy, (<https://bit.ly/2KzSF6W>). In this policy, you will find information about our compliance with GDPR (data protection law). You can find how to send us a request to let you access your data that we have collected, request us to delete your data, correct any inaccuracies or restrict our processing of your data. You can contact our DPO at [dpo@synergy-learning.com](mailto:dpo@synergy-learning.com) for more information.



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