



Business Development Manager - SME

Remote first, flexible working.
£30,000 - £40,000 + OTE



POWERING PEOPLE TO POWER PROGRESS

1Team is who and what we are.

We're collaborative professionals with the technical expertise and know-how to make a real and lasting difference through the power of learning. Inspiring each other to create impactful solutions that set us apart from our competitors and championing sustainable growth for our customers. Our belief in diversity, our commitment to inclusivity and our dedication to what we do brings us together to achieve extraordinary things. We are 1 Team working together...



TO CONNECT



TO CREATE



TO WOW

We are a remote-first business with a fantastic collaborative Hub in Belfast's Titanic Quarter, which we use for our quarterly All Hands meetups and to work collaboratively together when desired. If our expertise, outstanding flexibility and 1Team Culture sound attractive to you, and you have the skills and experience to apply for this role, we would love for you to apply.

JOB OVERVIEW



Business Development Manager - SME

This opportunity at Synergy Learning is a SaaS sales role in the learning technology sector suitable for an ambitious BDM or salesperson with at least 3 years of experience meeting or exceeding targets in technical sales, with a specific interest & knowledge in the SME sector.

The BDM (SME) will identify, engage, and convert potential SME clients, laying the foundation for enduring and mutually beneficial partnerships. Collaborating closely with the Sales Development Manager (SDM) and Account Managers, you will ensure a seamless transition from prospect to loyal client, upholding our reputation for excellence every step of the way. This role requires a keen market sensibility paired with a relentless drive to exceed sales goals, all while nurturing internal teamwork.

Key Responsibilities

Lead management & nurturing:

- Systematically review and categorise leads received from SDMs, discerning between MQLs and SQLs. Understand the nuances of each lead, such as the company size, industry, pain points, and the SDM's initial engagement.
- Develop and employ tailored outreach and follow-up strategies for each lead based on the information at hand, ensuring a relevant and personalised approach.
- Conduct qualification and discovery calls and in-depth discussions with high-potential leads, unpacking their business challenges, proposing suitable solutions via Technical Call, and building trust and relationships with the key stakeholders.

Sales excellence:

- Consistently monitor personal sales performance against set targets, proactively identifying and pursuing opportunities to meet and exceed these benchmarks.
- Engage and collaborate with fellow team members to share insights, learn from their experiences, and contribute to achieving the Circle's cumulative sales targets.
- Articulate value propositions convincingly, navigate objections and employ negotiation tactics to arrive at win-win agreements.
- Responsible for engaging in tender processes when required, both individually and in collaboration with cross-functional Circles, to secure opportunities and drive growth.

Collaborative approach:

- Proactively work with Sales Development Managers to gain deeper insights into leads, ensuring alignment on prospects expectations and setting out the initial qualification process.
- Follow current protocols with Project and Account Managers to ensure a fluid handover of newly acquired clients. Provide Statement of Work style briefings that detail client expectations, the nuances of the project, and potential areas of focus and growth.

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Strategic sales planning:

- Diligently manage your sales pipeline using CRM tools provided. Prioritise leads, set reminders for follow-ups, and maintain accurate records of all engagements.
- Collaborate with the wider Sales Circle to analyse wins and losses, drawing lessons and insights to assist one another. Work with peers and superiors to refine approaches based on these learnings and the ever-evolving SME market landscape.

Market intelligence & client feedback:

- Dedicate time to understanding SME market trends, new technologies, and emerging challenges. Use this knowledge to inform Marketing colleagues, tailoring pitches and refining sales strategies.
- After successful closures, and even in cases of lost opportunities, proactively gain feedback. Understand what happened and what could have been done differently, and share this feedback to aide the wider Sales Circle future strategy.

Reporting & performance analysis:

- Regularly review and analyse performance metrics, such as lead conversion rate, average deal size, and sales cycle length.
- Join team sessions to discuss sales activity collectively, identifying patterns in successes, bottlenecks, and areas of opportunity to enhance the team's efficiency collectively.

Professional development & networking:

- Acquire & maintain the necessary levels of technical expertise to sell our products and services with accuracy and confidence
- Proactively seek out training opportunities, workshops, or seminars that can elevate sales skills, product knowledge, or industry insights relevant to your aspirations.
- Attend industry events, conferences, or webinars to expand professional networks, learn from peers, and keep a pulse on SME challenges and opportunities.
- Actively participate in our performance enablement programme through positive engagement in 1-2-1s, the acquisition of skills and the achievement of agreed goals.

Information management:

- You will ensure that you update all sales administration in the CRM with accuracy and adherence to our best practices.

JOB OVERVIEW



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Relationships & Reporting

- **Directly reports to** the Sales Manager
- **Internal collaboration:** Collaborates across the business but specifically with the Sales, Marketing, Support, Implementation, Operational, Spark (innovation) and Project Management Circles
- **External relationships:** Seek out and engage with key prospects/clients and partners where appropriate

Essential Criteria - You must have

- Residency, along with right to work in UK or Ireland
- Minimum of 3 years experience in business development or SaaS sales, especially within the SME segment.
- Proven experience of achieving sales targets and driving growth in software (ideally SaaS)
- Experience with CRM software and business application management
- Proficiency in Google Suite and Microsoft Office, particularly Excel.

Valuable Experience - We would love you to have

- A degree in Business or related field or other relevant qualifications
- Prior experience working collaboratively with wider sales teams including SDR's, BDM's, AM's and Solution Architects
- Comprehensive knowledge of our industry, competitors and market trends
- Expert proficiency in sales / CRM systems (Specifically Salesforce, Hubspot and Asana)
- A strong network within the SME sector or related industries
- Prior experience in a learning technology company.

WE ARE LOOKING FOR SOMEBODY WHO...

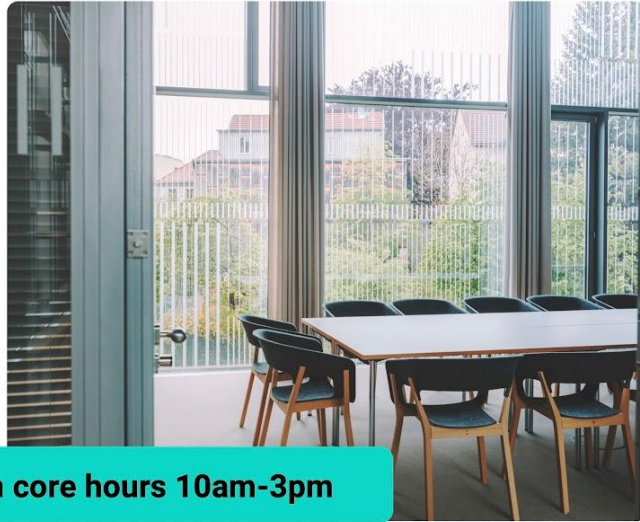


- Has exceptional communication and negotiation skills, with the ability to effectively collaborate with diverse teams.
- Has strong analytical skills to look for and assess opportunities, market trends and new opportunities.
- Has the ability to work in a fast-paced, collaborative environment, juggling multiple priorities.
- Is results driven, with a customer-focused approach.
- Has the ability to work independently yet also team-orientated.
- Has a hunger for learning and a demonstrable track record of engaging with continuous professional development or experiential learning
- Has the ability to excel in a remote-first environment
- Is willing to co-locate in our Belfast Hub from time to time.

BENEFITS & PERKS



1 Team work hard to achieve incredible results for our customers, so we want to be sure everyone is rewarded for their efforts on top of a competitive salary.



Access to our state-of-the-art **Belfast Hub**

Flexible remote-first working model with **core hours 10am-3pm**



- **Bonus Scheme**
- **Pension Plan**
- **Life Cover**
- **Enhanced Maternity & Paternity leave**



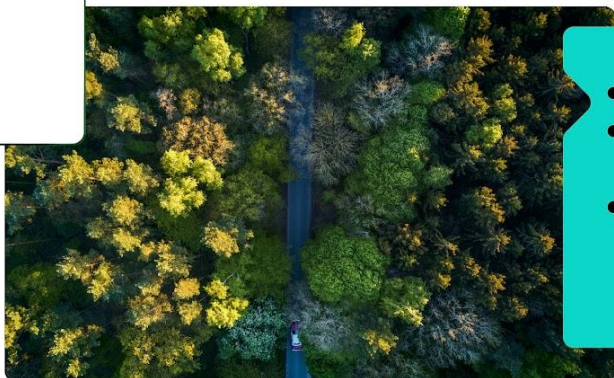
A **welcome gift box** with the latest **cutting edge tech** and accessories



4
All Hands company wide meet-ups in Belfast per year for **connection, collaboration and social activities**



- **35 paid days annual leave** including 7 bank holidays
- **Birthday day-off**
- **Birthday gift voucher**
- **Holiday purchase scheme**
- **60 days work-from-anywhere**
- **52 protected learning hours**
- **Funded training and qualifications**
- **Wellbeing check-ins**



- **CSR initiatives**
- **15 volunteering hours**
- **Passionate about equity & opportunity**

AND MORE...

Explore the full range of benefits and perks [here](#).

HOW TO APPLY



If you are suitably qualified and experienced and you think you would like to join us, then we'd love to hear from you! Here's how you can apply:

- Follow the link 'Apply Now' to begin your application
- Upload and attach a copy of your up-to-date CV
- Attach a cover letter explaining why you're the best person for this role, outline your career objectives and how Synergy Learning can help you fulfil them.
- Answer the supplementary questions as best you can and submit your application: easy!
- We will respond to every applicant and our People Circle will contact you to arrange an interview if your skills and experience are a strong match for the role.

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 the request(s).

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 for more information.