



Business Development Manager (DACH)

Remote first, flexible working.
£30,000 - £40,00 per annum



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 (DACH)

This opportunity to join the team at Synergy Learning is a SaaS sales role in the learning technologies sector suitable for a fluent German speaker with at least 2 years experience of meeting or exceeding sales and revenue targets in the DACH market.

Responsibilities

Lead management & nurturing:

- Systematically review and categorise leads received from Sales Development managers (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 in-depth discussions with high-potential leads, unpacking their business challenges, proposing suitable solutions, and building trust.
- Responsible for leading tender processes, both individually and in collaboration with cross-functional circles, to secure opportunities and drive growth.

Sales excellence:

- Consistently monitor personal sales performance against set targets, proactively identifying and pursuing opportunities to meet and exceed these benchmarks.
- Engage 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.

Collaborative approach:

- Regularly liaise with Sales Development Managers to gain deeper insights into leads, ensuring alignment on expectations and improving the initial qualification process.
- Establish protocols with Project and Account Managers to ensure a fluid handover of newly acquired clients. Provide comprehensive briefings that detail client expectations, the nuances of the deal, and potential areas of focus.

Strategic sales planning:

- Diligently manage the sales pipeline using CRM tools. Prioritise leads, set reminders for follow-ups, and maintain accurate records of all engagements.
- Analyse wins and losses, drawing lessons and insights. Collaborate with peers and superiors to refine approaches based on these learnings and the ever-evolving DACH market landscape.

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Responsibilities

Market intelligence & client feedback:

- Dedicate time to understanding SME market trends, new technologies, and emerging challenges. Use this knowledge to tailor pitches and refine sales strategies.
- After successful closures, and even in cases of lost opportunities, solicit feedback. Understand what went right, and what could have been done differently, and integrate this feedback into future strategies.

Reporting & performance analysis:

- Regularly capture and analyse performance metrics, such as lead conversion rate, average deal size, and sales cycle length. Report these metrics during team meetings or reviews.
- Join team sessions to break down sales performance collectively, identifying patterns, bottlenecks, and areas of opportunity to enhance the team's efficiency collectively.

Professional development & networking:

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

Information management:

- You will ensure that you update all sales administration in the CRM with accuracy and adherence to best practices. You will also maintain and update best practice documentation within our Confluence platform for optimal knowledge sharing and collaboration.

JOB OVERVIEW



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Relationships & Reporting

- **Reports to:** Territory Manager (DACH)
- **Collaborates:** across the Synergy Learning team with emphasis on CX colleagues in our Enterprise and SME circles, other BDMs, SDMs, Account Managers, Project Managers and marketing circle.
- **External relationships:** Engage with key prospects/clients and partners

Essential Criteria - You must have

- Residency, along with right to work in UK and Ireland
- A minimum of 2 years experience in SaaS application sales, in the DACH region
- Fluency in German and English
- Proven track record of achieving sales targets and driving growth.
- 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 bachelor's degree in business, or a related field, or other relevant industry qualifications
- Experience in developing and implementing sales strategies and plans
- Knowledge of our industry, competitors and market trends
- Experience of Moodle and Totara, or other comparable LMS
- Proficiency in sales tools, CRM systems and data analysis: specifically Salesforce, Jira and Asana
- Prior experience in a learning technology company

WE ARE LOOKING FOR SOMEBODY WHO...

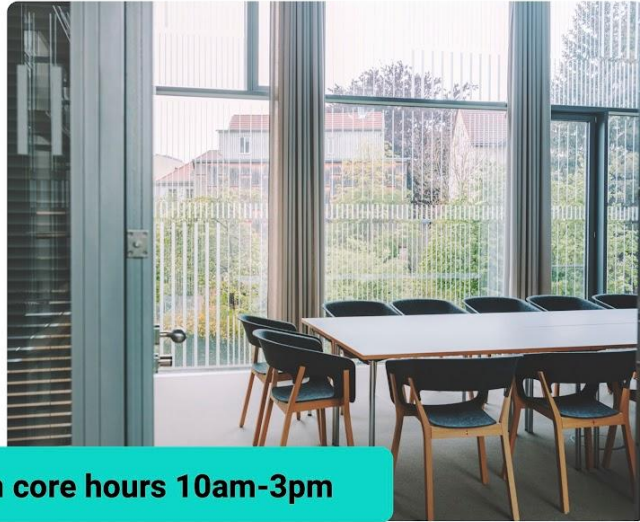


- Can bring strong analytical skills, with a knack for identifying potential opportunities and challenges.
- Has the ability to assess opportunities, market trends, and sales performance metrics.
- Is capable of working in a fast-paced, collaborative environment, juggling multiple priorities.
- Has strong interpersonal, communication and negotiation skills, with the viability to effectively collaborate with diverse teams
- Is Results-driven and customer-focused approach.
- Brings the ability to work independently yet also team-oriented with developed collaboration skills.
- Can show a hunger for learning and a demonstrable track record of engaging with continuous professional development or experiential learning
- Can work productively 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

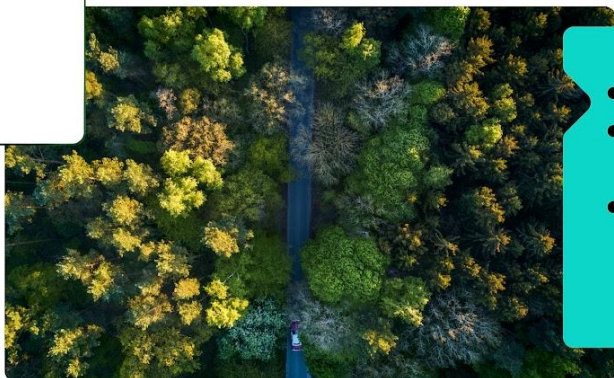


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All Hands company wide meet-ups in Belfast per year for **connection, collaboration and social activities**



- **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.