

CLARIFY

# Sales Development Manager

**Clarify helps the world's most impressive technology brands and brightest scale-ups reach and engage new markets, develop substantial pipeline and ultimately deliver significant revenue and ROI.**

We do it by creating differentiated propositions and intelligent go-to-market strategies, underpinned by first-party insight from thousands of hours of interactions with the market.

We then blend award-winning creative Marketing with world-class Sales talent, all in-house, to deliver significant closed revenue, sustainably, with no wastage.



# Sales Development Manager

We're growing at an impressive rate as we continue to broaden and deepen the solutions we provide for our Clients.

To keep pace, we are looking for individuals who can accelerate value and deliver client sales transformation by building a quality, reliable sales pipeline bringing insight to the customer, and challenging their thinking. Developing an account strategy is a key element of the role, engaging multiple stakeholders by working in partnership with the client to increase win rates and the size of deals closed within prospect opportunities. Developing a deep understanding of the client target market to understand the prospect market to ensure the quality of opportunities being driven. Pro-actively working with the client to deliver sales and business transformation objectives and understanding the barriers to success, creatively driving solutions.

# Key elements of the role

- **Analysis & Innovation**

- Possesses a deep understanding of the client's market, including opportunities for growth as well as potential threats/risks
- Analyses the opportunity and sales pipeline to identify critical failure points to bring insight to the client and improve their sales strategies

- **Selling & Networking**

- Connects with prospects using a variety of methods and by asking challenging questions and inspiring them to act
- Is an active listener, applying a consultative approach to prospects to drive sales opportunities for the client
- Gains access to C and D level decision makers, positioning solutions in accordance with the client's value proposition

- **Team Leadership**

- Works collaboratively with others, supporting the wider team • Is focused and driven, prepared to take on responsibilities outside of the job description

- **Customer Leadership**

- Develops a deep understanding of the client's sales process and proactively recommends ways for the client to adapt it in order to increase win rate or accelerate opportunities
- Consistently demonstrates a desire to further improve the Client KPI's, investigating ways to make the BD process deliver a better ROI
- Acts as a go-to person for the Account Managers when they are looking to win an opportunity
- Makes recommendations on ways to improve the quality of the opportunities generated and adapts the Client Health KPI's accordingly.

- **Improving performance**

- Delivers a high impact service to the client which achieves or over exceeds the majority of the metrics included in the pipeline and forecast model, including accepted opportunity quota, conversion to pipeline, pipeline value, conversion to deal and closed won revenue
- Ensuring efficient recording and reporting of key information to prospects, customers and internally through agreed processes and systems

# A bit about you

## Behaviours

- Self-starter and ability to work in a fast-paced environment
- Ability to retain composure under pressure
- Customer and results-focused
- Flexible and positive approach to change
- Strategic thinker with excellent attention to detail
- Ability to cope with conflicting demands and pressures
- Is self-aware, pro-actively managing own development and performance

## Skills

- Excellent knowledge of the sales process
- Able to influence at the highest levels of an organisation
- Solid communication skills
- Active listener
- IT and business orientated
- Strong organisation skills
- High attention to detail

# Our culture

Clarify exists to inspire others to achieve more than they thought possible. We can only do this with like-minded individuals who care passionately about doing the right thing, being a contributor, a leader, a mentor and in many cases an inspiration.

Nowhere is this culture more evident than in the Clarify Foundation, our charitable cause which gives team members the opportunity to contribute beyond the world of business. It's our way of giving something back that delivers a real and lasting impact on the lives of other people.

As well as local voluntary projects, this includes supporting an international development programme in Uganda, where we send a team of four employees each year to undertake a range of tasks - just one of the many examples of the spirit and dedication we have to making positive change happen.

Day-to-day we also invest a huge amount in creating the right environment that will bring the best out of our people, helping them really shape the future of business, and themselves. Continuous improvement, opportunities to grow, autonomy, flexibility and care are all by-words for the Clarify culture - something which has been the driving force for our success since our incorporation in 2003.



Let us help you accelerate your growth



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