

JOB TITLE – BUSINESS DEVELOPMENT CONSULTANT - CORPORATE

Position reports to : Sales Manager: Corporate
Direct Reports : Not Applicable
Office Location : Adapt IT Johannesburg Campus

PURPOSE OF THE POSITION

This is a customer facing role within Caseware Africa, where the successful incumbent will be responsible for maximizing our sales by growing the market of an international, world class financial software product. The Business Development Consultant's mission is to drive new business in line with the revenue targets as well as increase wallet share with our existing customers with new product solutions. You will be responsible for new business prospecting, conducting demos to clients and ensuring your financial and technical knowledge of the Caseware product suite is optimally maintained.

PRIMARY RESPONSIBILITIES FOR THE ROLE

a) Increase Market Share – Building Pipeline

- Research, develop and maintain a consistent list of potential clients for prospecting purposes.
- Ensure daily prospecting activity is conducted in line with sales plans to create sufficient pipeline coverage on new logos.
- Ensure sufficient pipeline coverage for minimum of 2 months at any given time.

b) Maturing Pipeline

- Conducting face to face demo meetings with potential clients.
- Maintain a minimum of 90% conversion ratio of meetings to proposals.
- Accuracy of forecasting is essential by maintaining pipeline health and coverage.

c) Closing Pipeline

- Maintaining a minimum win rate of 25% on new logos and 65% on add-on business to existing clients.
- Achieve quarterly net revenue targets.

d) Salesforce Management and Self Development

- Ensure quality of CRM data in respect of contacts, client details, products, opportunities.
- All disciplines are followed in terms of backward plans, skills development, time-blocking and upskilling on market trends.
- Develop and maintain excellent product knowledge to ensure our products are well represented in the market.
- Maintain stakeholder relationships by working closely with internal product, client success and marketing teams to ensure learnings, market trends and opportunities are communicated and executed on timeously.
- Adopt the Caseware Africa sales methodology, attend sales meetings to report on progress against sales plans, log every interaction on Salesforce.com and prepare sales feedback reports as required.

QUALIFICATION AND EXPERIENCE REQUIREMENTS

Essential Requirements

- Completed Matric
- At least 4 - 6 years sales (either internal or external) experience in high-volume environments
- Formal Sales training

Desirable Requirements

- Degree is preferred
- Accounting software experience

KNOWLEDGE

- Problem solving skills and ability to deal with potentially difficult customers.
- Good computer literacy Experience in working with a CRM system (Salesforce.com an advantage)
- Accounting background preferable

SKILLS

- Organised, focused and deadline driven.
- Positive attitude
- “Hunter” persona ideal
- Excellent verbal and written communication skills
- High level of professionalism
- Well-developed problem-solving skills
- Self-starter who is highly motivated
- Proven ability to excel under pressure in a very busy environment.
- Mature individual with high level of emotional intelligence.