

Business Development Executive

Department: Business Development | **Location:** Southwark, London | **Reports to:** Head of Business Development
| **Salary:** £42,000 OTE + per annum

About us

Strengthscope® has just had its best year of sales of all time (since 2006) and is valued by clients for helping their people have more honest and human conversations that drive workplace engagement and performance. People are at their best when they and those around them are consciously playing to their strengths. Strengthscope® simply provides the language and the tools for more people to do this more of the time. Some of the organisations we do this with are:



About the role

We are looking for someone who can contribute significant and predictable new business pipeline growth. As a Business Development Executive, you'll be responsible for:

- **Consistently deliver month on month pipeline growth by proactively engaging and educating our target logos (companies we've identified as good potential customers based on a set criteria) through outbound campaigns**
 - Utilising available resources incl. marketing team and previous campaign data to grow number of opportunities and pipeline value – especially with our target logos
 - Campaign activity has flexibility but will include a combination of outbound activities such as calls, emails, LinkedIn and postal campaigns
 - You'll be responsible for monitoring and improving conversion rates of these campaigns so we can create consistent pipeline growth rate that will inform hiring decisions for the sales team
- **Managing conversion of, and helping marketing to improve creation of, inbound leads**
 - About 10% of our deals come from an inbound source which is something we're intent on changing. With recent investment in a new marketing team and their resources we need a BDE who will convert the leads and monitor trends of successful conversions
- **Delivering meetings and demos with new prospective customers and their stakeholders**
 - Product demonstrations and introductory meetings are often the first point of contact with interested prospects
 - Most of our new business is UK based so meetings are often face-to-face, but product demonstrations are often done via Webex
- **Navigating complex sales cycle and engage with multiple stakeholders to close a multiyear deal**
 - Once an initial proposal has been created the BDE role is responsible for helping their main contact build stakeholder support within the prospective organisation
 - This may include presentations to senior people, product trials and/or various meetings and conversations with key sponsors in the business. Depending on the size of the deal you will have support from client integration project managers and consulting teams to successfully deliver great first impression of Strengthscope®
 - BDE will also throughout this stage proactively seek customer feedback to improve Strengthscope® solutions and the way we interact with our customers
- **Ensure smooth handover to our customer success team and maximise referrals:**
 - During the final stages of agreeing a contract we introduce a member of the customer success team to ensure the

- For this to work and for this team to effectively grow the account over time the account must be handed over smoothly with clear plans, purpose and measures of success
- A customer profile will be built to ensure the transfer of all useful stakeholder information, strategic company visions and great client relationship/ satisfaction with service so far
- This handover will be measured as will the number of referrals gained at this point through exceptional onboarding experience

Who we're looking for

To be considered for this role you will have successful track record (1+ years) of B2B selling to senior HR stakeholders. The type of person we're looking for will also:

- Be naturally competitive
- Demonstrate learnings and failures in managing complex stakeholder relationships
- Have worked and enjoyed working in a small, technology scale-up environment
- Naturally have an active interest in self/people development and psychology

Career and learning opportunities

You will get the opportunity here to build your experience selling an enterprise learning solution with some of the largest well-known brands in the world. As we grow so will you, and people with the right skills/energy will have the following opportunities:

- Everyone receives their own unique Strengthscope® report and coaching session highlighting how to bring your best self to life and work every day
- All employees become accredited in all our Strengthscope® products giving you access to Strengthscope® reports for all future life and work endeavours (most leavers become some of our best clients!)
- Opportunity to become a senior BDE responsible for the revenue of at least one other BDE (after 1-2 years as Business Development Executive)
- Opportunity to move into customer success role and owning your own portfolio of onboarded clients (after 2 years as Business Development Executive)
- Opportunity after demonstrating consistent success and energy for leadership to lead a POD – a cluster of business developers and Customer Success Managers (3+ years)
- Everyone is unique however and individual development needs will be considered and be reviewed during quarterly development conversations with your line-manager

Company benefits

Here are some of the good things you'll get when you join Strengthscope in addition to the usual competitive salary, pension plan and annual leave:

- Flexible working
- £22.99 gym membership next to the office (all classes incl.)
- An extra day off to celebrate your birthday
- Strengths Hero – celebrate monthly exceptional contribution to the team
- More than one chance to win a holiday every year
- Pay-day party and prosecco Thursdays
- Specsavers partnership for discounted eyecare
- 2 days paid leave per year for charity goodness
- Healthy snacks and drinks provided
- Quarterly team days to reflect, plan and celebrate

Does this sound like the role for you? If so then we'd love to hear from you: careers@strengthscope.com.

Please note that if you are not contacted by our team within 2 weeks, it means that on this occasion your application has not been successful.