

DESCRIPTION D'EMPLOI

Job Description



INTITULÉ : SENIOR BUSINESS DEVELOPER

JOB DESIGNATION

RAISON D'ÊTRE, MISSION PRINCIPALE

JOB TARGET

To develop and close business opportunities with new Eptica customers whether direct or managed through existing partners. This is a high touch role, predominantly focussed on sales that are either direct or "sell with" partner sales.

FINALITÉS & PRINCIPAUX DOMAINES DE RESPONSABILITE

RESPONSIBILITY OF THE JOB

- CREATE THE RELATIONSHIP WITH NEW CUSTOMERS
- SELL NEW SOLUTIONS AND EXPAND EPTICA PORTFOLIO
- PROMOTE CONTINUED VALUE OF SOLUTIONS AND DRIVE CUSTOMER LOYALTY

SCOPE OF RESPONSIBILITY

- Named set of new Customers
- Current product portfolio: Self-Service, Contact Assistant, Email Management, Chat, Social Observer, SaaS and On-Premise licensing, Support, Hosting, Consulting and Training offers.

ACCOUNTABILITY

- Meet the 'New Revenue' target from the set list of new clients
- Customer Retention
- Accurate forecasting of opportunities in CRM
- Quotation against the price list following procedures for any price adjustments
- Maintenance of customer records, contacts, organisation structure in CRM
- Monitor and manage adherence to agreed Ts and Cs
- Provide accurate scenario insight for Pre-Sales, bid selection and Professional Services.
- Manage and support our partners

ACTIVITÉS PRINCIPALES

MAIN ACTIVITIES

- Developing a sales strategy in the assigned territory or verticals.
- Building a qualified pipeline through prospection, industry event participation and marketing engagements.
- Effectively communicating with prospects on functional and technical requirements including mobility, product configuration, workflow, form design, web services, SaaS infrastructure, etc.
- Applying a thorough understanding of business practice, industry trends, and the competitive landscape to carry out a repeatable sales process.
- Incorporating functional and technical knowledge of our products and services, the customer, and key competitors into the sales process and using that knowledge to uncover customer needs and create value based solutions.
- Working effectively as an individual while also facilitating the sales opportunity by providing team-on-team leadership and orchestrating the internal and external resources needed to effectively manage the sales process.
- Maintaining accurate and up-to-date information in Salesforce CRM.
- Building trust with others by acting authentically and with integrity.
- Management of commercial terms and occasional negotiation of new terms.
- Manage customer information to assist invoice accuracy & prompt payment against the agreed terms.
- Adherence to Eptica sales process including accurate forecasting and reporting
- Prepare for, and contribute to, weekly Sales Meetings

6 COMPÉTENCES REQUISES

REQUIRED SKILLS

Competency	Level	Competency	Level
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Organization and methods <i>(Build an efficient interaction with her/his internal and external customers. Organize work according to workload and complexity. Adapt to changing operational conditions. Propose improvements of organization and/or methods at personal and team levels)</i>	3	Understanding of the company's landscape <i>(Knowledge of the market forces: competitors, new entrants, suppliers, substitutes and buyers. Knowledge of the company's key activities, services, projects, and organization offices and subsidiaries)</i>	3
Product knowledge <i>(Analyze the technical documentation. Know the product portfolio, the product key usage, features and performances. Describe product expected behaviors. Investigate issues and set up a diagnostics. Explain differences between products of a same product line. Have a comprehensive knowledge of advanced features on each product)</i>	3	Contribution to company goals <i>(Proactive, regular and accurate reporting on her/his own activity. Autonomy in achieving objectives and taking corrective actions. Self-evaluation of required improvements in her/his activity. Reactive to anticipate and surge a slowdown of activity (with her/his supervisor's agreement))</i>	4
Office application software <i>(Internet/Intranet: use a search engine and a web browser. Email: create, answer and forward email, insert attachment. Spreadsheet: create simple formulas. Word processing tool: use document structure constructors, style and tables, insert images and graphics)</i>	3	Software development tools <i>(Autonomy in using the software development tools and environments deployed in the company. Contribution to maintaining and improving the efficiency of the software development environments. A reference on the latest software programming and testing techniques)</i>	1
Verbal skills / Organization of meetings <i>(Adapt communication to various audiences. Explain clearly a process and its main steps, a work method, a technical principle, a decision path, a sales pitch. Involve the audience in the communication. Use convincing arguments. Listen and rephrase in order to gain adhesion)</i>	4	Writing skills <i>(Analyze a set of related documents and provide a simple executive summary as a technical report, a memo or others. Spelling and syntax savvy. Write letters, simple reports and pitches in English)</i>	4

- 1 – beginner level
- 2 – standard level
- 3 – confirmed level
- 4 – senior level
- 5 – state of the art level
- 6 – expert level

7 DIMENSIONS CARACTERISTIQUES	INFLUENCE ON RESULTS
KNOWLEDGE <ul style="list-style-type: none"> • Multi-channel customer Engagement Center solutions, chat products • Presentation skills • Highly numerate and literate • Salesforce management systems • MS Office (Word, Excel, PPT, Outlook) to a high level 	
SKILLS AND EXPERIENCE <ul style="list-style-type: none"> • 8+ years of successful SaaS/cloud sales experience with a high growth B2B software vendor • Hunter profile focusing on new logo business. • Experience of Customer Service, Web/ecommerce or Contact Centres would be an advantage. • Proven ability to secure trust and communicate confidently with C level contacts. • Proven experience of achieving allocated revenue targets. • Presentations to key influencers, decision makers and executives. • Production of high quality account plans, proposal documentation and bid responses. • Experience of the Insurance, Banking and/or Retail sectors would be an advantage • Previous experience within a technical or service delivery role would be an advantage 	
PERSONAL CHARACTERISTICS <ul style="list-style-type: none"> • Engaging and confident in building relationships with customers. • Passionate about winning business opportunities. • Passionate about delivering a great outcome to customers. • Self motivated and a quick learner. • Creative approach to 'make things happen' independently, but not shy to ask for advice. • Strong communicator within internal teams – able to express opinions clearly and develop respect and support • Thorough and diligent – meet deadlines and stick to process. • Articulate and professional 	

8 MODE DE CONTROLE			CONTROL & REPORTING
Par qui ? / Who ?	Sur quoi ? / What ?	Quelles modalités ? / How ?	Quelle fréquence ? / When ?
UK Sales Director	Compensation plan	CRM System Records & Reports	Weekly meeting leading to Quarterly Compensation payment cycle.

9 MOYENS AFFECTES (outils / méthodes / ressources)	TOOLS, METHODS & OTHER
<ul style="list-style-type: none"> - Computer - Sales documentation 	

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