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| Position Description | | |
| Job title: | | Sales Development Manager - Outbound |
| Location: | | Wellington |
| Reporting to: | | Head of Sales |
| Date: | | August 2024 |
| Purpose | | |
| The Sales Development Manager – Outbound plays a critical role in driving our People Management revenue growth by acquiring new clients and expanding relationships with high-value accounts. This role is focused on strategic, high-impact sales opportunities, upselling key payroll only customers while proactively identifying, qualifying, and closing significant deals. Additionally, the role collaborates closely with marketing to execute Account-Based Marketing (ABM) campaigns, ensuring a targeted approach to securing and expanding high-value opportunities. | | |
| Result area | Activities | |
| Leadership | * Embody leadership behaviours, and provide leadership support to the wider Sales and Marketing team * Ensure your behaviour and work programmes consider the impact on the wider business and do not bring the business into disrepute. * Actively contributes to and supports the overall management and leadership of Smartly and the Sales & Marketing team. * Actively participate in the cultivation of a culture of continuous learning, experimentation, and innovation to improve performance and efficiency in ways of working. * Stay abreast of industry trends, emerging technologies, and competitors to drive ongoing improvement and optimisation of sales and marketing efforts. * Be an advocate for the use of data and AI to drive results, improve efficiencies and customer experience. * Champion data-informed and strong cross-functional working relationships. | |
| Growth & Revenue Generation | * Lead and participate in Outbound Sales and Account-Based Marketing (ABM) initiatives targeting high-value accounts. * Identify, qualify, and close net-new business opportunities end to end. * Improve ARPU through upselling and cross-selling Smartly’s People Management products and services. * Complete win/loss reviews to analyse sales performance and identify opportunities for improvement. * Meet or exceed your monthly, quarterly and annual revenue MRR and one-off revenue targets * Ensure you balance pipeline building and closing efforts for long term sales success | |
| Relationship / Stakeholder management | * Partner with Product, Marketing, and Sales to provide market insights and customer feedback that influence product development, positioning and GTM. * Work closely with the wider DIrect Sales team, Partner Sales, Partner Success, Marketing, Service Delivery, and Data & AI to optimize opportunities and performance. * Provide regular reporting and updates against your targets and pipeline | |
| Health & Safety and other duties | * Report all hazards or unsafe situations. * Report all accidents/incidents including near misses. * Work safely and use all protective equipment if required. * Carry out other duties as requested. | |
| Experience and qualifications | | |
| * At least 5 **years** of sales, or business development in a relevant industry or experience in Selling HR Solutions or software. * Proven experience and high performance in an outbound sales role * Proven track record of managing and growing strategic customer relationships. * Strong commercial acumen with experience negotiating complex deals and subscription agreements. * Excellent communication, presentation, and stakeholder management skills. * Ability to analyse customer data and market trends to develop actionable strategies. * Tertiary qualification in a relevant field (Business, Marketing, or similar) is preferred. | | |
| Key competencies | | |
| * **Strategic Relationship Management:** Ability to establish and maintain long-term, value-driven relationships with key accounts. * **Sales & Negotiation:** Strong skills in consultative selling, negotiation, and deal closing. * **Customer-Centric Approach:** Deep understanding of customer needs and the ability to tailor solutions that drive value. * **Analytical Thinking:** Ability to interpret market and customer data to make informed business decisions. * **Collaboration & Influence:** Ability to work cross-functionally, align stakeholders, and influence decision-making. * **Time & Priority Management:** Capable of managing multiple accounts and projects simultaneously. * **Resilience & Adaptability:** Ability to navigate complex sales cycles and adjust strategies as needed. * **Continuous Learning:** Willingness to stay updated on industry trends, technology advancements, and best practices. | | |