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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.
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| 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
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| 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
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| 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.
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| 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.
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| 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.
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