

Business Development Manager

Reports to	Chief Executive Officer
Direct reports	None, at this time
Authorities	To approve grants, write-off unpaid invoices, and to sign low risk contracts
Location	Wellington

Role summary

You will contribute to Catalyst Cloud's revenue growth by identifying new prospects and partners, and collaborating on strategies to welcome new customers and support existing customers in expanding their use of Catalyst Cloud products and services. You'll also have the opportunity to influence new products and services by sharing customer insights with colleagues across the business.

This role will:

- Serve as a key point of contact for client concerns and needs, working within our established processes and support channels
- Develop and nurture client relationships to build long-term partnerships
- Collaborate with our marketing agencies and management team to create marketing, sales and go-to-market plans
- Partner with technical staff to explore and validate proposed solutions, designs, and customer requirements
- Build knowledge of our product and service offerings to identify opportunities for additional value
- Offer a competitive salary (with no commission or at-risk component), health insurance, and flexible working arrangements

An understanding and appreciation of both cloud and legacy technologies would be valuable for this role.

Sales and Pre-Sales	
Responsibilities	Successful when

<ul style="list-style-type: none"> • Increase brand awareness of Catalyst Cloud, so that it becomes the first name that comes to people minds when they think about true, sovereign cloud computing and storage. • Maximise sales conversion rates by harnessing and directing all Catalyst Cloud resources to assist you to identify and close new customers and new business. • Contribute to our marketing plans and delivery to align them to your objectives and messages. • Demonstrate consistent achievement of revenue targets through disciplined pipeline and forecast management • Proactively engage with your existing networks, develop new networks and participate in networking activities to promote Catalyst Cloud and generate sales leads. • Leverage your industry network knowledge and communication skills to act as a trusted advisor and enhance relationships with key partners and clients. • Identify market activities, conferences and similar that will assist you to grow your business and footprint. • Advise Catalyst Cloud management of any distributors and resellers that you believe are a good fit for the Catalyst Cloud. • Nurture reseller and referral partner engagements to ensure they're supporting attaining sales targets 	<ul style="list-style-type: none"> • Catalyst Cloud becomes a well known brand that is always mentioned when true cloud computing in New Zealand is discussed. • Company sales and revenue goals are met • Write and maintain a sales strategy and plans. • Marketing strategy represents the goals and requirements of your plans . • Sales pipeline is continually filled with quality leads and opportunities. • Sales processes and techniques are of consistent quality, showing a higher sales conversion rate. • Customers and potential customers clearly know if Catalyst Cloud is the right solution for them. • The CEO is fully aware and in agreement with your plans, desired outcomes and objectives. • Senior Leadership is fully engaged in a coordinated fashion under your planning and direction. • Customer needs and any barriers are communicated to the appropriate product teams and leaders so they may be addressed and prioritised. • Partner engagements are continually bringing opportunities and revenue to Catalyst Cloud
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Customer Success

Responsibilities	Successful when
<ul style="list-style-type: none"> • Develop trusted long term relationships with our cloud customers and prospects, our referral and reseller partners. • Monitor our support in communication channels and ensure your customers are served according to the contracted service levels. 	<ul style="list-style-type: none"> • Cloud customers, distributors and resellers comment on their trust in Catalyst Cloud. • Account review meetings are held regularly with key customers. • All sales enquires and sign-ups are responded to promptly and appropriately. • Value for existing customers is consistently

<ul style="list-style-type: none"> • Minimise customer frustrations and problems by balancing incoming customer workloads • Become a channel for customer feedback, feeding to the management and development teams to distil out what your customers need. • Perform regular account review meetings with key customers and Catalyst Cloud team. This includes those receiving grants. • Follow up overdue payments as needed. • Feed leads and opportunities to resellers when customers' requirements overlap with value add provided by the reseller. • Provide sales and pre-sales support to resellers, so they are successful in selling the Catalyst Cloud to their customers. 	<p>reviewed and improved.</p> <ul style="list-style-type: none"> • Overdue payments are always followed up. • All Catalyst Cloud distributors and resellers are considered a good fit for the company. • Customers needs are clearly understood and extra value adds with resellers are highlighted.
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Core Responsibilities

Responsibilities	Successful when
<ul style="list-style-type: none"> • Manage Sales & Partner Pipeline in an efficient manner, in line with Catalyst Cloud values. • Enter and update opportunities and sales stages in the relevant Catalyst Cloud Customer Relationship Management toolset, • Provide reports and updates as required and requested. 	<ul style="list-style-type: none"> • Customer strategies can be clearly discussed and presented. • Senior Leadership have an accurate, current view of your sales and customer activity from the CRM tool. • All Catalyst Cloud policy and legislation is complied with.

Competencies and attributes

<ul style="list-style-type: none"> • Strong verbal and interpersonal skills: able to communicate clearly and effectively with various types of people (i.e. with prospects, customers, team members, management and corporate service areas). • Written Communication: Convey ideas, proposals, and business concepts clearly, persuasively, and professionally through various written formats to diverse audiences including clients, partners, stakeholders, and internal teams. • Leadership/influencing others: can articulate a common vision and provide others with a sense of direction, gain buy in for strategy and purpose and includes the entire team on that journey. • Flexible/adaptive/resilient: Able to shift strategies and accept other viewpoints. Adapts quickly and effectively to changing situations. Able to overcome disappointments and learn from the set backs to

bounce back. Able to adjust to unexpected change, as well as lead change when appropriate.

- **Team player:** Able to work with others in order to achieve a good outcome.
- **Able to drive ideas independently:** Able to think independently and champion innovation amongst the wider team
- **Organised/effective prioritisation:** Able to take an organised and effective approach to tasks in order to prioritise them according to the demands of the business and their team.
- **Decision making/commitment:** Ability to make sound, informed decisions. Takes ownership of decisions and their outcomes, following through with any required action.