

Business Development Director
JOB DESCRIPTION

Department:	Sales and Commercial
Main location:	Home based with regular travel to Indigo offices and customer sites within your region. Occasional travel to Indigo offices outside of your region will also be required. <i>(Note- role can be office based if located near one of our office locations)</i>
Region:	UK & Ireland, EMEA & APAC, or NASA.
Reports to:	Regional Sales Director for your region.
Direct reports:	N/A

Purpose of the Role

As the Business Development Director, you will be responsible for developing and converting a credible pipeline of new opportunities for your region from both new and existing customers.

You will work closely with the Regional Sales Director to develop and execute the growth strategy for the region.

Your primary focus will be to grow Indigo's revenue and EBITDA in your region by identifying sales opportunities, developing excellent customer relationships, winning deals with excellent commercial terms, working through the contracting phase and then handing these over to the operations team to deliver once the contracts are signed.

You will have a relentless focus on developing and winning new business to grow your region.

Role and Responsibilities

- Proactively identify and develop new opportunities to sell Indigo's services in your region, with a primary focus on the telco and hyper-scaler sector. Developing a strong and credible pipeline of opportunities.
- Developing excellent relationships with new and existing customers to identify opportunities and drive growth.
- Establish and build key peer relationships within the nominated accounts with the objective of supporting new opportunities to sell and provide incremental services to existing customers.
- Maintain a thorough appreciation of our customers' business and strategies and propose solutions to add value for both current and future requirements.
- Take full end to end ownership of sales opportunities ensuring excellent and timely responses are received by the customer. This involves partnering with various teams in Indigo (Commercial, Operations, Resourcing etc) to ensure that the bid reflects the best of Indigo and if won, will be delivered to an excellent standard with strong margin and profit performance.
- Ensure all steps of the Companies governance and administration process are followed for every sales opportunity.
- Serve as the primary point of contact for customers through the sales process, proactively addressing their issues, needs and challenges promptly and effectively, ensuring timely resolution and maintaining positive relationships.

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- Continually keeping the Indigo team updated on the progress of bids and staying close to the customer throughout.
- Following a sales win, partnering with commercial, legal and corporate services to get customer contracts approved and signed in a timely manner- proactively highlighting and mitigating commercial and operational risk as needed.
- Working with the Regional Sales Director on the development and execution of the regional sales strategy.
- Contributing to and executing our customer relationship matrix. Making sure Indigo has multiple contact points into our customers. Proactively and intentionally arranging meetings and interventions when needed to cement these relationships and to help convert opportunities.
- Staying informed about our product offerings and industry trends to effectively communicate value to customers.
- Act as a brand ambassador for Indigo; promoting customer confidence in Indigo as a professional and competent supplier of telecommunications services.
- Provide accurate and timely information and forecasts including regular and ad-hoc reports as required by management including, but not limited to, sales pipeline, quotes, margin analysis, purchase order status and accrued revenues.
- Keeping Salesforce (our sales management system) updated so we have an accurate and live view of the pipeline, opportunities, wins and losses at all times.
- Represent the Company in a professional manner at all times, both externally and internally and support the adoption of Indigo's corporate culture.
- Promote the highest level of customer service internally and externally at all times.
- Communicate relevant company information in a timely manner.
- Continuously comply with health and safety standards across the business at all times, seeking advice on specific safety systems and requirements if necessary.
- Complete other ad-hoc duties as required.

Skills and Experience

- Experience in business development in the telco and hyper-scaler market in your region
- Proven track record of delivering business growth through the development and conversion of a pipeline
- Good understanding of networks, connectivity and digital infrastructure.
- Good understanding of Managed network and FLM proposition / structure.
- Good understanding of the competitive market – network managed service providers / FLM providers.
- Ability to review SoWs, RFI's and RFP's and translate into bid team actions leading to the submission of compelling customer proposals.
- Previous experience of developing and maintaining excellent customer relationships
- Target and results driven.
- Works at pace
- Excellent facilitator of internal stakeholders, knows how to bring the right people together to move things forward and get the job done
- Very strong communicator with demonstrable customer relationship skills.
- Must be an excellent communicator and 'networker', with the ability to work with, and be respected by both peers and customers.
- Excellent presentation skills and self-assured in contact with customers and internal resources.
- A self-starter, requiring little or no supervision with a positive attitude and outlook.



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- Ability to take ownership of an issue and see things through to the end.
- Ability to prioritise and co-ordinate many activities simultaneously.
- Trustworthy and honest; implicit in the employment contract.
- Able to establish and maintain excellent working relationships with people at all levels.
- A strong understanding of the importance of health, safety, compliance and governance procedures.
- Professional and confident – representing Indigo positively at all times.
- Able to work independently, set and manage own priorities to deliver results.
- PC literate, especially Microsoft Office suite.