

JOB TITLE – Business Development Consultant: PUBLIC SECTOR East Africa

Position reports to : Africa Sales Manager
Direct Reports : Not Applicable
Office Location : Adapt IT Offices – Kenya Nairobi (riverside)

PURPOSE OF THE POSITION

The objective of employing a Business Development Consultant for the CaseWare Africa Division is to grow revenue by acquiring new clients across multiple countries in East- Africa, in both the Corporate and Public Sector Markets. The role requires to have a primary focus on New Business development, in addition to retaining existing clients, and conducting ongoing Market Research on the adoption of the various reporting frameworks and reporting trends per region and market.

PRIMARY RESPONSIBILITIES FOR THE ROLE

a) Revenue Growth

- Achieve personal sales targets by closing new business with prospective clients and through up-selling in the existing client portfolio;
- Develop resourceful plans to achieve set targets by executing activity metrics in the two main sectors, across five different countries (Kenya, Rwanda, Uganda, Ethiopia, and Tanzania)
- Actively and successfully manage the sales process: from lead generation initiatives, opening new business opportunities to maturing and closing pipeline across multiple regions.

b) Business Development

- Achieve growth by generating new business through selling and managing relationships with key customers;
- Manage and maintain pipeline coverage sufficient to target across multiple regions and markets
- Build pipeline in the form of sales proposals, quotations, and Tenders where applicable, conduct software demonstrations at scale, attend industry relevant events
- Drive the required business development activities according to our best practice sales environment – Best practice consists out of Diagnosing the challenges with your prospective customer, taking them on a journey of change management in their organization and lead them into the positive future with CaseWare Africa
- Timeously prepare and execute on Campaign Management schedule to support required pipeline growth by product, market, and region



c) Account Management

- Achieve Renewal revenue and GP targets as per sales plan;
- Adopt the CaseWare Africa sales methodology; Consultative Value-based consistently across client portfolio
- Deliver timeous monthly feedback and detailed reports that contribute to business results through effective communication.

d) Stakeholder Relationships

- Demonstrate a consultative sales approach to achieve clients' needs; tell the story of positive change
- Develop new business relationships; penetrating the Public Sector Market across multiple verticals and strategically broaden the Corporate portfolio on C-suite level.
- Grow strategic relationships with all internal and external stakeholders.
- Develop and grow key internal relationships to support client needs.
- Drive business credibility with the existing clients, key stakeholders, and potential new clients.
- Negotiate with the clients where required

e) Market Research

- Define the Public Sector market per region according to Public Sector Entity Type (National-, provincial-, local government, Parastatals, Agencies etc), Accounting Frameworks, Financial Year Ending & Budget cycles, Compliance urgency, Reporting deadlines and technology adoption.
- Provide insights on IPSAS Accrual migration and IFRS (Enterprise and IFRS for SME) reporting requirements in the Corporate Market
- Identify strategic partnerships with influential third parties (oversight Authorities, Treasury, Auditor General, Stock Exchanges, Accounting bodies/institutions) through persistent partnership building
- Understand and develop compliant Tender packs per country in line with procurement requirements of the Public Sector Entity type
- Based on research update product and consulting on reporting requirements to ensure localized compatibility.



QUALIFICATION AND EXPERIENCE REQUIREMENTS

- Completed BCom degree or similar
- At least 3 years sales (either internal or external) experience in a Public Sector environment; and at least 5 years sales (either internal or external) experience with Large Enterprises
- Proven track record in consistently meeting or exceeding targets in an established sales engine
- Proven appetite for Market Research and Development in the Public Sector
- Experience in team collaboration to execute on collective goals
- Existing C-suite network to tap into

KNOWLEDGE

- SAAS concept
- (Public Sector) Accounting knowledge;
- Audit environment knowledge; and
- Formal sales training

SKILLS

- Solid experience with CRM systems (Salesforce is preferable);
- Comprehensive understanding of reading and managing Sales Dashboards; and
- Expert knowledge of MS Office & the Google Drives Suite.

ATTRIBUTES

- Strong Storytelling sales ability, with personal credibility capable of effectively interacting with internal and external stakeholders
- Sound influencing skills in dealing with internal and external stakeholders;
- Focused and results oriented, is driven by excellence and executes with optimism
- Sound values with high integrity;
- Effective communicator at all levels;
- Thinking and acting in the interests of the Group as well as the Division;
- Ability to develop compelling Sales Initiatives that deliver results with a strong attention to detail;
- Ability to work in a fast-paced, high pressured and collaborative environment and being persistent in all tasks in a self-disciplined manner
- Ability to effectively manage time, prioritize tasks and work within deadlines with little supervision;
- Ability to analyse business opportunities and read situations well via Sales Dashboards; and
- Mature individual with high level of emotional intelligence.

Contact Person: [Mandy Barret](#)

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Vacancy Status: [Open](#)