

Position Title: Business Development Representative
Position reports to: Line Manager
Direct Reports: N/A
Office Location: Adapt IT Kenya

PURPOSE OF THE POSITION

The purpose of this role is to identify suitable target customers (new business), establish and build relationships. Communicate Wisenet & Moodle Value Proposition as well as Identify and neutralise objections. The successful candidate will be expected to close new business and retain customers.

PRIMARY RESPONSIBILITIES FOR THE ROLE

- Experience in the vocational education industry and/or higher education industry in Kenya and East Africa
- Experience in selling cloud software for B2B or services to the target industry
- Understand and articulate the difference between product features vs benefits
- A genuine enjoyment of technology: You're technically curious and enjoy learning about new products & how things work
- You love a good challenging brain melting puzzle. Our customers will throw these at you every day
- The ability to rapidly switch gears while retaining focus on the bigger picture
- Ability to learn quickly, retain information and educate others
- Must be able to quickly identify when the solution is the wrong fit, but persevere in the face of rejection when it is the right fit.
- Your friends describe you as well presented, independent and reliable.
- You must have an infectious high positive attitude and energy.
- You are must be ambitious, eager to learn and improve yourself; kind, without ego, and with of course, a healthy sense of humor, Solid verbal, written, presentation and interpersonal communication skills.

MINIMUM QUALIFICATION AND EXPERIENCE REQUIREMENTS

- Deep understanding of the Wisenet & Moodle value proposition and the target industry
- Understand customer desired outcomes and challenges and align Wisenet's & Moodle solutions and services as the best available
- Work with Sales and Marketing Manager to formalise new outbound strategies identifying ROI
- Develop target prospect lists and execute cold outreach to key contacts at each company
- Interact with prospects and provide high level value proposition information
- Generate qualified leads and set sales appointments
- Present solutions to differing levels of stakeholders as required
- Engage with other Wisenet & Moodle sales resources to obtain required assistance to close a sale
- Manage prospects through the sales process using our CRM platforms



- Maintain industry and product knowledge to ensure currency in sales opportunities
- Continually reflect and improve on approach to refine the process
- Inject reality of Wisenet and Moodle from a customer's perspective
- Participate in the marketing strategy
- Participate in the East African Moodle community

Education

- Relevant Degree/Diploma
- >3-5 years' experience working with teams and clients

Relevant Experience

- A minimum of with 3-5 years' experience working with large complex technology projects
- In depth knowledge of higher education processes – Discover, Enquire, Apply, Register, Learn, Graduate, Advocate
- Learning management systems and processes
- Working knowledge of Moodle
- Knowledge and understanding of the project delivery process and tools
- Professional
- Proven experience in people engagement
- Proven experience in sales management
- Strong communication and interpersonal skills
- Strong time management and organisational skills
- Ability to draft and deliver high quality proposals
- An approach that is open to new ideas, practices and methods and gives equal weight to the various disciplines involved in delivery.
- Ability to see a task through to completion independently or as a team member.
- Analytical ability and strong problem-solving skills.
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- An investigative mind and a confident, energetic personality
- Contribution to team success
- Contribution to the client's experience

Contact Person: [Quraisha Moola](#)

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