

# Head of New Business

Location: UK

Role Type: Permanent - Full Time

Job Location: Hybrid Working - minimum of 2 days a week in our London office



## **Clever with data... combining data, insight, and action to drive value**

Sagacity are the data intelligence people. Our proposition is simple: we help consumer facing businesses increase customer engagement and make more money. How do we do it? We dig into the data businesses already have, and combine it with our data, insight, and action. Think of us as data co-pilots for sales, marketing, ops, billing, credit and debt - clients typically see 5x returns within the first few months.

Founded in 2005, we are a customer-centric business with a World Class +82 Net Promoter Score. We believe data should be at the heart of every company and while we are sector agnostic, primarily our clients are in the financial services, retail, energy, telecoms & media, water, and not for profit sectors.

We are a purpose led company and we believe that purpose comes before profit. We work as one team both with clients and internally, and are trusted to deliver quality in our standards and in achieving successful client outcomes. We are open, honest and communicate in a jargon-free, collaborative way, with all our teams being agile and curious, and continuously learning to achieve our purpose. We believe that if we achieve our purpose then everything else will follow

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## Responsibilities

The Head of New Business will be responsible for delivering the new business income for Sagacity. This includes managing the New Business Development Team, working with the Customer Engagement Director to establish sector based propositions and plans and working with the marketing team to develop sector specific campaigns for these sectors.

Sagacity uses a modified Account Based Marketing approach to new business. We practice what we preach. Targets are identified, profiled and plans created to engage and build relationships, thus ensuring we are front of mind when new opportunities arise. The team has been successful in putting this approach into practice and have been working well in developing sector and account based activities in conjunction with the marketing team.

The solutions we develop, and the products we sell cover multiple sectors but the ones we focus on are Energy, Water, Media, Telco, Retail, Financial Services and Charity. The team is structured around these sectors and, as we grow, we would expect these sector specific teams to grow.

All our solutions and products are a combination of data and consultancy, mostly based on existing client projects that have been productised. We have a very strong product management function that works together with new business and account management to retain client focus in our product development and new product initiatives.

## Principal responsibilities

- Management of the New Business team to meet targets set in accordance with Sagacity's Business Plan
- Lead and support the development of new business relationships and accounts
- Managing and maintaining a sales pipeline and ensuring all sales administration is kept up to date
- Involvement in internal business development and sales pipeline meetings
- Design and deliver business development and sales presentations
- Work with the Marketing department on Sagacity campaign material and manage inbound responses from campaigns
- Create and agree activity-based action plans to deliver the agreed sales strategy and work with internal and external stakeholders to manage the activities against the plan

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- Assess the effectiveness of sales strategies and recommend/deliver any agreed changes
- Work with internal and external Commercial and Technical stakeholders to create joint propositions and subsequently be key to the development of the joint propositions with the assistance of Sagacity's Technical, Product Managers and Delivery teams
- Assess the effectiveness of joint propositions and recommend/deliver any agreed changes
- Act as the key relationship owner when working with Sagacity Sales and Delivery teams on client assignments
- Provide regular progress updates on sales strategies, activity plans and new opportunities to Sagacity senior management
- Assess market sentiment and investigate potential competitive advantage opportunities that will enable prospective new clients to be identified, build business cases detailing the opportunity for Sagacity senior management consideration, and lead any engagement activities with prospective new clients, with the respective sales lead
- Work with internal stakeholders to on-board new clients, including the agreement and drafting of the appropriate Statements of Work and contracts
- Assess the commercial effectiveness of the contract and negotiate any agreed changes
- Actively and successfully manage the complete 'sales' process from initial proposal through to approved statements of work including:
  - Preparation of Sales Proposals for new and existing clients
  - Preparation of Statements of Work for new and existing clients
  - Attendance at and presentation to potential clients as part of the sales process
  - Raise the necessary paperwork for internal and client approval following a successful sales pitch including Contracts, NDAs and Statements of Work
- Liaise with HR to ensure business development resources are identified and/or recruited to meet business development objectives and/or support the approved internal or client assignment
- Providing ad-hoc assistance and support for the Business Development team as require

# Requirements

## Competencies

The ideal candidate will be a sales professional with a successful track record in meeting sales plans and targets across a range of sectors. They will have excellent communication, planning, prioritisation, organisational and relationship building skills. Clearly, they will demonstrate strong commercial awareness, which promotes and protects the interests of Sagacity, our partners and our clients alike.

### Key competencies and requirements include:

- Successful delivery of sales targets and plans
- Market awareness of client and competitor solutions
- Go-to-market experience
- Experience and success selling marketing services data/solutions
- Good listener with clear and transparent communication
- Logical and structured approach
- Fast learner, decisive decision-maker
- Trustworthy and adaptability
- Flexible to work across multiple locations
- Management of a success driven sales team
- Commercial proposition development
- Excellent planning and reporting
- Presentable, professional, punctual
- Delivery, deadline and target driven
- Critical thinking and problem solving
- Team player, approachable, likeable
- Accountability, effectiveness

## Education, Training & Experience

You will have developed strong relationship building, organisational and planning skills, ideally, within commercial, business development, sales or business development teams, ideally within an organization selling Marketing services data and/or solutions.

Experience working within a larger company would be of interest, but you should also be able to adapt to working in a small team, where priorities can change rapidly and where the company is developing new processes and procedures to bring greater structure and operational rigour.

You must have excellent communication skills, both written and oral, and be very comfortable interacting with all people at all levels across the Sagacity team and with our partner and client contacts.



Success in any business is ultimately about its people; their skills, personality, attitude, qualities, dedication and enthusiasm. We recognise the value of our people and their commitment to working together to achieve successful outcomes.

## **At Sagacity, we:**

- believe working with our clients collaboratively delivers better results
- coach and mentor our clients' teams so our data and solutions live on after our assignment ends
- believe in delivering benefits as we go along

## **We achieve this through our core values:**

- One Team
- Quality Delivery
- Trusted
- Agile & Curious
- Open, Honest, Simple Communication

If you would like to join a unique working environment, with a sociable culture, where work is done a little bit differently – and we believe 'better' - then we look forward to hearing from you!