



## Business Development Consultant

**Reporting to:** Sales Manager

**Hours:** 37.5 hours per week

**Salary Range:** £40,000 to £55,000 p.a. based on relevant experience and knowledge

**Job Type:** Full-time, Permanent

**Work Authorisation:** United Kingdom (Required)

**Work Location:** Hybrid remote, Warrington, Sheffield, Dunstable

### The Role

The Business Development Consultant will play a key role in driving new business growth for Symology by identifying, engaging, and converting new customers. The role focuses on promoting Symology's products and services within target markets, supporting the full sales lifecycle from initial engagement through to proposal and close. Assisting the Account Management team in growth of products and services also presents a key component of the role.

The position offers flexible working, including office and remote days. Regular travel is required, sometimes including overnight stays and/or evening travel. A clean driving licence is essential, and it is preferred that candidates live within a 40-mile radius of their base office.

### Principal Focus – New Customers

- Providing engaging presentations and demonstrations of our products and services to prospects.
- Creating proposals and taking the lead on meetings and product demonstrations.
- Responding to Direct Sales Enquiries, RFIs, PQQs and ITTs.
- Identifying and qualifying prospects and the potential opportunities

### Pre-sales Activities

- Attendance at conferences and exhibitions
- Presentations at seminars and conferences
- Providing assistance with preparing demonstration systems
- Providing assistance with preparing marketing materials and other sales collateral

### Key Skills

- Ability to build internal and external relationships at all levels of seniority.
- Ability to negotiate the best outcomes to achieve the Company's objectives.

- Excellent written and verbal communication skills, including presentation delivery.
- Time management and effective prioritisation.
- Understanding of standard computing principles including but not limited to SaaS solutions, web applications, REST interfaces and mobile apps.
- Attention to detail and adherence to deadlines.
- Be passionate and enthusiastic about the products and services you are providing.
- Self-motivated to achieve the best outcome for all parties.

### **The Candidate**

We are looking to recruit someone that can make a difference to our small but successful Sales Team. The candidate must have extremely strong presentation and communication skills and a proactive, positive, can-do attitude. Experience within public sector or highways/infrastructure software markets as well as a knowledge of Street Works is highly desirable. Further essential skills are:-

- Commercial awareness
- Consultative selling approach
- Strong relationship building
- Self-motivated and target driven
- Effective time and workload management
- Team collaboration.

### **The Company**

Symology is a well-established computer software and services company, specialising in the development and supply of Street Works and Highways Asset Management systems to local government and utility services sectors. The Company has an unrivalled reputation for delivery of quality products and services, and a history of approaching forty years of ethical business practices and consistent profitability.

In 2014, Symology became employee owned. The controlling majority shareholder of Symology is a trust in which all employees have an equal share. This means that every employee of the company becomes a co-owner of the company with certain ownership benefits and responsibilities.

The future offers very exciting opportunities, with an ever-changing national environment creating new demands for the software and services. The Company is currently launching a brand-new web-based product that has been developed over recent years and will provide unrivalled facilities in the marketplace.

### **Our Software and Services**

Symology offers a comprehensive, cloud-based software solution with advanced customisation capabilities. Our platform spans a wide range of functionalities, including works management, planning and coordination, quality and safety inspections, customer service management, routine maintenance, contract and contractor management, financial control, surveys, capital projects, and life-cycle projections. It integrates seamlessly with GIS, mobile apps, interfaces, alerts, emails, dashboards, and extensive reporting options.

In addition to our software, we provide a variety of professional services, such as training, business process analysis, data migration, interface development, bespoke reporting, and system configuration. While we leverage the platform's robust customisation options, we maintain a standard approach by not making bespoke changes to the core product.

To ensure the best outcomes for our clients, a Business Development Consultant must be well-versed in the full spectrum of available features and capabilities.