



**Job Title:** Business Development Manager

**Department:** Kefron Limited – Republic of Ireland

**Location:** Dublin

**Position Reports to:** Head of Commercial

**Job Purpose:**

Kefron is Ireland’s largest Irish owned and operated provider of Records Management Services. In the past 5 years we have added a SaaS based invoice automation solution to our overall service offering. Kefron AP is one of the fastest growing invoice automation solutions in the world and is our flagship product. We have ambitious business development plans for Kefron AP across Ireland, the UK and internationally.

The purpose of this role is to develop new business for Kefron AP in the Irish market. We require an ambitious and determined sales professional looking to develop their skills and abilities and to make a real mark in the development of our business. You will be expected to be self-motivated and laser-focused on the achievement of your targets. At the same time, you will play a key role as part of Kefron’s international sales and marketing team.

**Main Responsibilities**

- To generate own leads using social media tools such as LinkedIn, own networking, referrals from existing clients, outbound prospecting etc Represent Kefron in a positive and professional manner.
- To promote and sell Kefron AP to SME and Enterprise customers with a requirement to achieve quarterly and annual sales targets
- To demonstrate and express expertise and thought leadership in the market around Kefron solutions and the client issues they resolve.
- To identify communication channels and opportunities
- To qualify and nurture leads supplied by Kefron Marketing and to manage up-to-date sales pipeline and record on CRM system.

- To identify Request for Proposal opportunities in the Public and Private Sectors and to write, complete and submit tender submissions in a professional and timely manner
- Identify decision makers and influencers within targeted leads to be able to solution-sell Kefron AP.
- Create and write professional and effective proposals to meet the client needs.
- Collaborate with Marketing and Inside Sales to determine necessary strategic sales approaches.
- Set up and deliver online webinars, product/service demonstrations, and Kefron events and presentations, and to attend relevant exhibitions, seminars, industry events etc.
- Make outbound follow-up calls and convert them into sales.
- Attend periodic sales training where applicable.
- To support the Business Development in related pre-sales activities.
- Perform system solutions sales demonstrations
- Look for opportunities to develop other areas of clients' business and liaise with Head of Commercial.
- Communicate the needs of the customer to Kefron Operations in order to present the best solution.
- To attend and participate in outside events, e.g. exhibitions, demonstrations, workshops, on occasions.
- Attend periodic sales training where applicable.
- Obtain feedback from the customer and use this learning to continuously improve the propositions and implementation processes

**Performance Measures:**

- Self-generated leads
- Number of new customers acquired
- Total revenue and profit contribution measured monthly
- Pipeline management and development

- Demonstrated Competences as defined by Kefron

**Qualifications / Experience:**

- Third level qualification or above
- An understanding of accounts payable financial and accounting processes would be an advantage
- Business to Business sales of finance systems or ERP systems and/or process automation software.
- 3-4 years business development experience ideally within a B2B environment
- A demonstrable record of consistent achievement/over-achievement of sales targets
- Experience working in outsourced business solutions

Kefron is proud to be an equal opportunity workplace. We are committed to equal employment opportunity regardless of race, colour, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity. If you have a disability or special need that requires accommodation, please let us know.