

## Business Development Representative - Job Description

London, UK | Full-time

Cygnetise are looking for a dynamic Business Development Representative, who can deliver measurable success. Our ideal candidate is highly motivated, an excellent communicator, can work well within a cooperative and friendly team as well as being able to work on their own initiative.

The primary focus of the role is to work with the Sales & Marketing team to develop and deliver a healthy lead generation programme, driving qualified leads into the sales pipeline. There will be a chance to learn to deliver these opportunities through the sales cycle to successful closure.

The successful candidate must firstly be able to show a proven track record of strong pipeline generation and meeting or exceeding personal targets. Secondly, show they have the initiative to impact positive change to add value to our business.

This position will be based at Cygnetise's office by St Paul's Cathedral in the City of London, with potential to travel as we expand into international markets. There is significant opportunity for career progression at Cygnetise.

**About us:** Cygnetise is a small yet growing blockchain technology solution Company who have designed an innovative enterprise application to manage enterprise signatory authorities in a revolutionary way. We have developed an award-winning application using the latest technologies. Our vision is "to have the most widespread adoption of a blockchain technology across organisations and become the industry standard across financial services". This is a 'winner takes all' opportunity in a huge untapped market.

We have already been publicly recognised by winning the CityAM Enterprise Blockchain company award. Our clients include major Financial Service companies, represented across 21 countries. Cygnetise has been backed by both the UK and the US venture capital. For more information about our Company please go to [www.cygnetise.com](http://www.cygnetise.com).

---

### Key responsibilities

1. Lead management:
  - Identify strong potential prospects using initiative and creativity, to generate outbound lead opportunities.
  - Manage, nurture, and convert inbound leads into sales opportunities.
  - Assess and analyse a prospect's current process and requirements.
  - Provide engaging and articulate information about Cygnetise's value proposition to potential customers.
  - Maintain well organised, up-to-date, and accurate sales information and activity reports in Salesforce CRM system.
2. Sales management:
  - Efficient management of the sales pipeline using Cygnetise's processes.
  - Confidently participate in the preparation of proposals and the presentation of professional product demonstrations, via webinars or face to face meetings.

- Represent Cygnetise at corporate events or sales meetings independently or with colleagues.
- Meet personal targets and work towards Cygnetise's sales goals and revenue generation.

### 3. Communication:

- Demonstrates ability to interact professionally with potential customers via phone, email, telephone conferencing, webinars, and face to face, to discover their business needs and develop a positive business relationship.
- Work closely within a small sales & marketing team and develop cooperative working relationships with all company colleagues.
- Provide accurate and timely information as required to project managers, the delivery team and senior management.
- Proficient in the use of social media tools like LinkedIn, Twitter.
- Adhere to company policies, procedures, culture and business ethics.

### 4. Product knowledge:

- Develop a strong knowledge of Cygnetise's products and services to facilitate the sales process.
- Understand how the benefits of Cygnetise's products and services can meet customer's needs in various industry sectors.

## **Required experience**

- 1-3 years' proven experience in prospecting and lead generation. Previous experience in sales management would be useful but not a requirement.
- Experience of B2B sales, preferably in enterprise software solutions or in the cloud space or IT sector and can develop a good understanding of customer and market dynamics and requirements.
- Proficient in managing the sales pipeline using CRM systems, preferably Salesforce CRM.
- Experience of working collaboratively in a combined sales & marketing team.
- Can evidence a track record of meeting qualified pipeline generation goals by hitting or exceeding personal targets.

## **Required skills**

- Has highly developed all round interpersonal skills.
- Excellent communication, presentation, networking, and negotiation skills.
- Customer service oriented with a positive, well-motivated attitude.
- Conscientious, hard-working, and driven to improve sales and activity performance beyond targets.
- Competent IT skills with a working knowledge of Microsoft Office, Google programs and social networking tools. Experience of Salesforce would be preferred, but not essential

- Good organisational and time management skills with the flexibility to reprioritise as necessary.
- Must be highly proficient in all aspects of English language, especially speaking, listening, and writing skills.
- Must be passionate about innovative technology.

## Compensation

- Competitive salary starting between £30-40K (dependent on skills and experience); opportunity to earn generous rates of target-based commission.
- 25 days' holiday plus 8 days bank holidays.
- Regular training & appraisals within a structured career development process working towards long term career progression.
- Potential to earn share options in Cygnetsise.
- Direct support & management from highly experienced and responsive Business Development Manager and Marketing Manager.
- An opportunity to enjoy a varied role, utilising your expertise in sales to best effect.
- Opportunity to positively contribute to the growth of our innovative and agile company.

## 10 reasons to work at Cygnetsise

1. Be part of a small yet highly dynamic sales & marketing team in a friendly company.
2. Make a difference by being a valued member of a fast growing and successful company.
3. Gain excellent support and training from regular appraisals with a dedicated Career Manager and opportunities to progress.
4. Working in a prime location 100 metres from St Paul's Cathedral.
5. Enjoy a rewarding job and career prospects.
6. Potential to develop a variety of valuable skills and experiences.
7. Work with fellow professionals who also have integrity and initiative.
8. Experience working for a company utilising blockchain technology company.
9. Be part of a company that delivers high quality products to satisfied customers, enabling them to improve their business efficiency and gain competitive advantage.
10. Work for a company who actively strives to be socially responsible and have fun.

**How to apply:** Please send your CV and covering letter to: [careers@cygnetsise.com](mailto:careers@cygnetsise.com).  
For further information about the recruitment process, please refer to the website <https://www.cygnetsise.com/careers>.

**Note:** *Strictly no recruitment agencies or consultants thank you.*