



New Business Development Manager - Accountancy / Bookkeeping

Location | UK Mainland (working remotely)

Start Date: July 2018

Salary: Competitive + Uncapped Commission structure

The Organisation

Lightyear is a fintech company with offices in Belfast and Sydney with a truly global scope. Founded in 2017 by Fintech entrepreneurs Chris & Roger Gregg, we focus on developing best in class SaaS applications in a fast paced startup environment that prides itself on its collaborative and innovative approaches to software product development and breakthrough go to market strategies. Lightyear's AP product automates data entry and streamlines the Accounts Payable process for businesses and groups of all sizes. Our primary target verticals are in the Accountancy/Bookkeeping and Retail/Hospitality sectors however our software is ideal for the Accounts Payable function of any SMB's so you will not be restricted by industry type.

Role Description

This is a unique opportunity for a highly consultative new business development manager, to join a SaaS Tech Start-Up at the beginning of the journey. Lightyear's team have a proven track record in delivering innovative software products to businesses of all sizes. As a BDM working remotely, you will collaborate closely with the Head of Business Development. You will be one of the first to penetrate the UK market with a unique product and a massive market opportunity. Your target channel will be Accountancy/Bookkeeping practices and their substantial client base. You will leverage networks, partnerships and build strong relationships to attract, retain and grow Accounting & Bookkeeping partners. You will be expected to travel regularly in the UK to meet prospects, clients, attend conferences and events.

The Person

We are looking for an independent, motivated and hungry face-to-face BDM with SaaS Accountancy / Bookkeeping industry knowledge, who has already forged strong relationships in this space. You must have at least +2yrs experience selling tech based solutions into this industry and Accounts Payable software experience is a bonus.

BDM 3 main responsibilities:



- **Building Relationships** - Creating fruitful relationships through networking
- **Lead Generation** - Identifying new sales leads via multi channels.
- **Selling** - Presenting and Pitching products F2F and on the phone and driving conversion.

Building Relationships

- Build new relationships with Accountants & Bookkeepers, other software vendors, industry associations, influencers, and other lead sources.
- Ensure strong ongoing relationships are maintained.
- Be aware of developments happening across your customer base which can include:
 - Decision Maker changes
 - New customer strategies
- Add value to your customers by helping them grow their practice/business and sharing up and coming industry insights and thought leadership.
- Consultative selling: Gather product feedback from customers and feeding it back into the development team and keeping customers aware of feature releases
- Work with the servicing team to ensure your customers are receiving 'best in class' service.

Lead Generation

- Researching organisations and individuals online (especially on social media) to identify new leads and the correct Decision Makers
- Networking/lead capture through conferences, meetings, industry partnerships and industry events
- Contacting potential clients via email, phone or mutual introductions to establish rapport and set up meetings
- Pipeline management and forecasting - Apply smart prioritisation processes to focus on the low hanging fruit and the big wins, both short and long term, and ensuring that each stage of the sales pipeline has enough opportunities to meet/exceed targets

Selling

- Clearly identifying and articulating the needs/pain points of the customer



- Rapport building to ensure long lasting relationships
- Customising presentations to meet the customer needs
- Managing all sales cycles ensuring with particular attention that everything is captured in our CRM
- Negotiating and renegotiating by phone, email, and in person
- Ensuring all targets are met including key KPI's

Key Skills / Requirements:

- Minimum +2 years experience within Business Development/New Business (face-to-face experience imperative; experience within the SaaS / accountancy / bookkeeping world preferable.
- Preferred educated to degree level or equivalent experience
- Must have a passion for business software and solving customer problems
- Self starter who is target-driven and motivated – must be comfortable in a target oriented environment
- Excellent communication and presentation skills (telephone, written and face-to-face)
- Consultative sales skills: a balance of soft sell approach and hard sell closure
- Excellent time management, an individual who thrives on working autonomously
- The ideal candidate will be determined, outgoing, positive, articulate and diplomatic

Benefits

- Achievable OTE targets with uncapped Commission structure.
- Start-Up Culture: Fast, Fun, Collaborative, Innovative.
- Career Development: Experienced leadership team, be part of a global success story early
- 20 Days paid leave plus public holidays
- Work life balance. Flexible working hours and working from home.
- Laptop and phone included
- Travel Expenses

To apply for this job please email careers@teamlightyear.cloud with a covering note explaining why you are perfect for Lightyear and a copy of your CV.