

Job Opportunity

Business Development Manager
(New Business / Platform Sales)



DATITUDE
DATA DRIVEN RETAILING

2022

At a Glance

If you're a **tech-savvy, solution-focused sales expert** with solid experience in a similar B2B consultative sales role (**selling tech solutions - SaaS / PaaS to C-level tech, digital, and marketing leaders**) and driven by winning new business, this could be the perfect role for you.

It's a **new role** and a **genuinely exciting opportunity** for someone who wants to be **the sales lead in a smaller tech business**, establishing and executing winning consultative sales strategies.

In a nutshell you'll be responsible for growing our client base; defining the sales strategy and establishing, developing and actively managing a continuous, balanced pipeline of new business opportunities from end to end.

Reporting to one of the founders and co-directors, you'll be a **key part of the senior team**. We'll be looking at you to drive all new business sales, both outbound and inbound, in this **individual contributor role**. The opportunity this role provides and where you go with it really is up to you!

Why Join Us?

Datitude is built on solid foundations and has ambitious growth plans. We continue to enhance our data analytics solutions, grow our client base, and expand into different sectors. We're proud of the reputation we've built based on our technology solutions, technical expertise, service execution and delivery, and of course, our people.

We've got an enviable track record building successful teams and creating a work environment which encourages and supports individuals to develop, grow and feel valued. We think Datitude is a special place to work too! So, what's the bottom line?

- A **base salary of up to £50,000 per annum**, depending on skills and experience
- A generous commission package, with the potential to **double your base salary**
- 25 days paid holiday, plus bank holidays
- company pension scheme (eligibility and contributions in line with the plan rules)
- flexibility towards working hours, subject to operational requirements (the standard working week is 37.5 hours per week)
- **office based** in Amersham or **hybrid working**.

About Datitude

Established in 2012, with offices in Amersham, Datitude provides business intelligence (BI) and data analytics solutions to enable retailers and other businesses to take control and make sense of their data. Whilst we made our name in retail and have worked with many retail and D2C clients over the years, we provide BI and data analytics solutions to a diverse range of businesses who need better access to their data and greater insight into customer behaviour. A few are shown here.

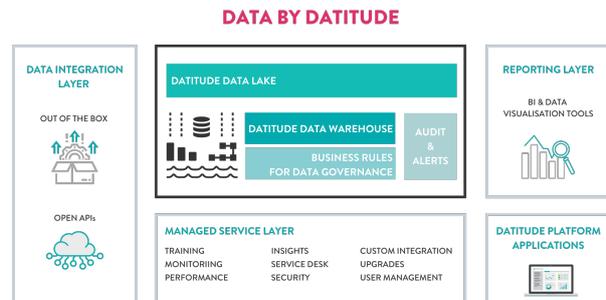


In Detail

Datitude Data Solutions

Our core data solution for retailers is an on-demand **Customer and Retail Data Platform** designed to unleash the most powerful customer and trading insights across multiple channels (on and offline). It combines data warehouse and data lake, systems integration, and business intelligence in one managed solution.

- Our platform combines data warehouse and data lake, with out-of-the-box data models and a variety of front-end user interfaces to provide advanced analytics capabilities and BI.
- Retailers' source data from disparate systems is integrated and processed daily, creating standardised data sources and a single version of the truth.
- No matter what the data source (eg. store POS, ecommerce, merchandising, email, web analytics, social data systems) we can process it.
- Easy to understand dynamic reports and analytics are automated and standardised. Plus, it's easy to use for extracting data and hands-on analytics.



We also work with some exciting non-retail businesses, providing data warehousing and data analytics solutions.

The Business Development Manager Role

- Discover, target and qualify leads, identify prospects, sales opportunities and RFP processes, conduct platform demonstrations, run pitches, support proof of concept processes, prepare proposals, manage contract negotiations and close deals in line with agreed standards. Pre-sales support will be provided by our tech and commercial leaders.
- Open doors to senior leaders in our space, managing and developing good relationships with senior level contacts to identify new business opportunities, including 3rd party partnership opportunities.
- Demo our platform to prospects and third parties to show Datitude's platform capabilities, tailoring to specific needs and objectives.
- Produce compelling sales collateral in line with brand guidelines and support the Marketing Executive with marketing messages and content marketing ideas, ensuring the go-to-market strategy is aligned.
- Raise awareness of Datitude and generate leads at conferences and events, as well as through networking and LinkedIn.



- Keep abreast of what's happening in the market, key people and moves through research, networking, and events to inform sales strategies and plans.
- Maintain sales data (including leads, prospects, and sales opportunities) on the CRM system and produce sales / KPI reports and analyses accurately and on time.



About You

You can **hit the ground running** and add value quickly. You're a **self-starter**; picking things up quickly, hungry to learn and develop, comfortable taking the lead in an environment where sales processes are not defined and using your initiative. To succeed with us, we're looking for:

- A **technically savvy** and **solution-focused sales professional**
- Solid experience in a similar B2B consultative sales role, **selling tech solutions (SaaS / PaaS) to senior Tech, Digital and Marketing leaders at C-level** with a proven track record
- **Deep knowledge of ecommerce**, the **retail sector** and **associated tech ecosystems**, **ideally** with an understanding of data strategy, data architecture and analytics
- Strong **commercial acumen** and **business development skills**, with a proven track record of identifying and winning new business (new clients) – able to effectively judge commercial opportunities and what makes a good deal, understand financials, and experienced in writing proposals, business cases and contracts to close deals
- Exceptional **consultative sales**, **relationship management**, **presentation** (verbal & written) and **negotiation** skills
- High **emotional intelligence**
- **Hands-on**, **self-reliant**, **tenacious**, and **resilient**
- **Well organised**, comfortable working **autonomously** and **using own initiative**
- **Team orientated** with a strong **service ethos**
- **Flexible** and **willing to adapt** to changing priorities.

In an ideal world, you'll be able to demonstrate all of this, and more! That said, we've been successful hiring people who show potential and share our passion and values for what we do and how we work. If you don't tick all our boxes but it's a close match and you see yourself excelling in this role in our environment, we'd encourage you to tell us why we should hire you!

Naturally you must have **the right to live and work within the UK without restriction** as regrettably, we are unable to provide visa sponsorship. You must also have a **valid driving licence**, **access to a car** and be **willing to travel throughout the UK** as required.

Office based in Amersham or hybrid? The choice is yours! We'd love you to be office based to benefit from team working (collaboration, sharing knowledge, mentoring, team spirit and culture). That said, we appreciate there's some value in hybrid working, particularly where the role does not necessitate working in the office full time and the best person lives miles away. If you're looking for hybrid work, we'll need you to be in the office at least a couple of days every month. During the onboarding process, this requirement will be greater, so we'd prefer it if you lived within 2-3 hours of Amersham.

We work in some cool offices in the Chiltern countryside. There's a video on our careers page (datitude.co.uk/careers) showing our environment, and a blog which sums up our culture based on Henry's experience as an Intern (datitude.co.uk/post/life-as-a-datitude-intern). It's worth checking our location to understand the commute involved.



About Our Team and Technology

Datitude's co-founders and directors, Sarah Hughes, and Gavin Wilkinson, have over 40 years' combined experience in omnichannel retailing and technology and have worked with many of the UK's best-known brands and retailers.

With omnichannel retailing creating dizzying amounts of data across retail businesses, they recognised a need for fast, robust, trusted and easily accessible data analytics. And so Datitude's solution was born, built on the principle that insight should drive action - and that the best decisions are made when an organisation's data is easily accessible and understood, unrestricted by data silos, legacy IT systems, organisational structures, or team skill sets.

Along with a small team of highly talented developers and data experts, we've built a best-of-breed platform, using forward thinking and modern tech stacks, incorporating technology such as **Amazon Redshift**, **Tableau** and **PowerBI**, making our solutions fast, secure, and scalable to grow with any business.

ETL tools and processes using **Amazon Web Services** underpin the migration, integration and loading of data from multiple sources to our data warehouse and front-end analysis tools. You can find out more about our technology and integrations on our website at: datitude.co.uk/technology and datitude.co.uk/partners-and-integrations.

We take huge pride in our tech development, service delivery and support to ensure clients can quickly and easily access their data and get the most value from it. You can read more at: datitude.co.uk/how-we-work.



The strong references and testimonials we receive from clients, prospects and partners demonstrates the quality of our solutions, service, people, and relationships. A selection can be seen on the testimonials page of our website (datitude.co.uk/testimonials), as well as on the individual client showcase pages (datitude.co.uk/clients).

We're not a vast organisation which means there's no silos or egos, you'll get more exposure and the chance to shine, and we get to offer genuine promotion opportunities; many of our team have progressed into more senior roles during their time with us.

We work in a relaxed and friendly team environment, so you'll get support and learn from everyone in the business, particularly during the onboarding process. We're a small, friendly bunch who enjoy working together towards a common goal in a relaxed and collaborative environment. That doesn't mean we're not focused or hard-working! Your input will be valued, and you'll be contributing, from day one for sure. Plus, no matter what your experience, you'll be guided and challenged by the co-founders and directors.

If all this sounds like the perfect role for you, apply today!





Interested?

Find out more about Datitude on our website and at [linkedin.com/company/datitude](https://www.linkedin.com/company/datitude).

Got some questions? Give us a call (ask to speak to Kate) or email us.

Ready to apply? Please email hello@datitude.co.uk telling us why you'd be great for this role, along with your CV. All applications will be acknowledged.

We look forward to hearing from you!

Contact Details:

Email: hello@datitude.co.uk

Call: 020 3003 5000

Web: [datitude.co.uk](https://www.datitude.co.uk)

Follow: [linkedin.com/company/datitude](https://www.linkedin.com/company/datitude)

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