

OPPORTUNITY PROSPECTUS

Business Development Director

UK & Europe



About Performance Leader

Performance Leader was founded in Australia in 2007 to introduce professional service firms to talent management software. At that time the technology available was not built for professional service firms and was too expensive or impossible to configure. Also, most software companies didn't have the patience or staying power to help firms implement, embed and evolve the technology. That's still the case.

So founders Ray D'Cruz and Patrick Fitzgerald created Performance Leader. They paired flexible technology with deep sector expertise. Since then they've been combining technology and consulting capability to help their clients successfully implement performance and feedback technology. They've built long-term relationships that have been the basis for constant evolution for their clients.

Performance Leader now works for many leading firms on challenging talent projects all over the world. They've built a great team, collaborated extensively with like-minded organisations, and opened offices in London, Perth and New York. Their products have continued to evolve to be more flexible and agile as work becomes more flexible and agile.

What hasn't changed is their exclusive focus on the professional services sector and a desire to build relationships that sustain change.





Q&A

with
Ray D'Cruz

Why is this an exciting time to join Performance Leader?

We have built a great base in the UK over the past five years. Our clients are premium professional firms, and many are advocates. Now is the time for you to join Performance Leader, to help us capitalise on those great beginnings and to share in that success. We have clear and ambitious goals, and the UK, as the world's most exciting market, is central to our vision. Your contribution to Performance Leader will be important and valued.

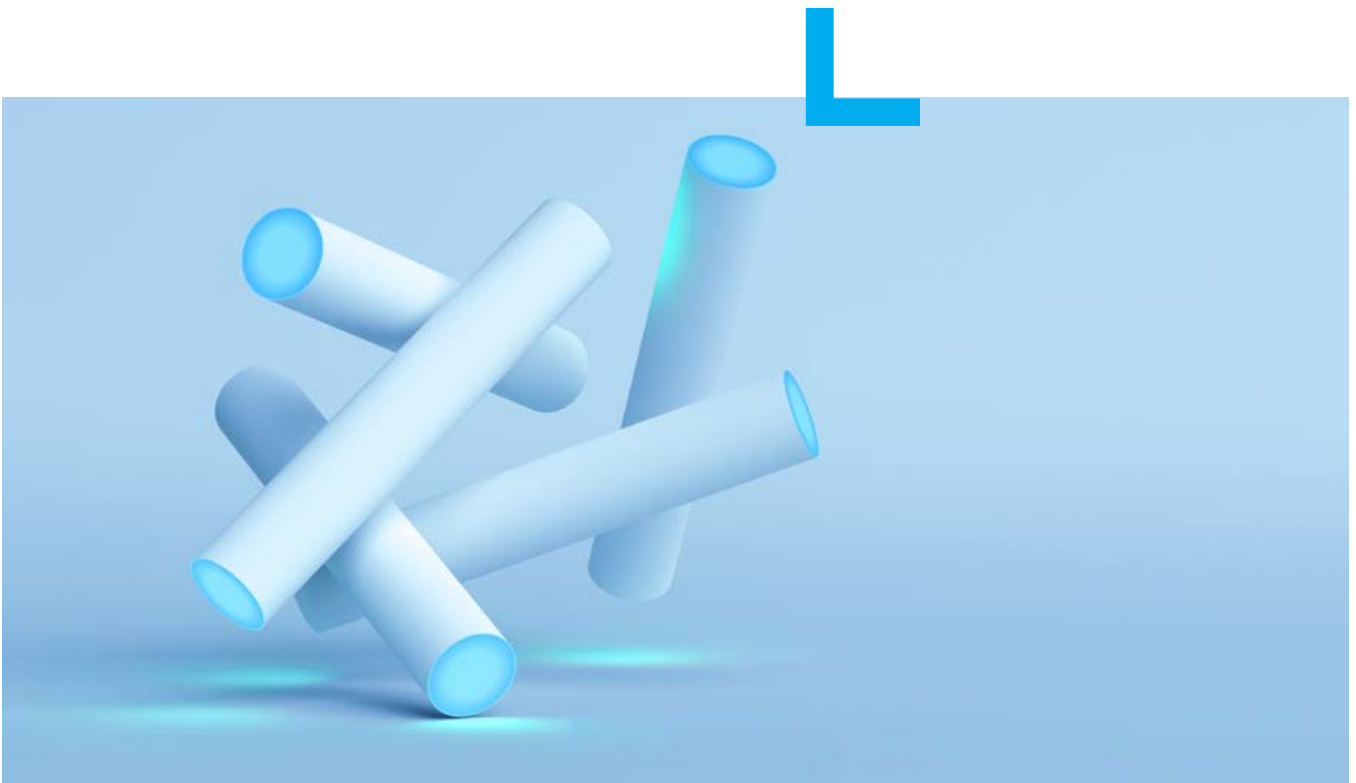
What do you envisage the day to day of this role will be?

The day-to-day role will be a combination of developing new business, deepening relationships with key clients through strategic and operational support and collaborating with a small and dynamic team of committed and caring colleagues. We are keen to play to your strengths too, working with you to identify your interests, talents and ambitions and align specific work projects.

What are the key attributes you look for when appointing people to your team?

Care: we care for our clients and for each other. We want to see both our clients and each other succeed. It influences how we work with each other and our clients. It means going the extra mile, pitching in, doing what we say we will do, and having attention to detail. These are the things that build relationships and trust.

Independence: this role is based in the UK, while most of our team is based in Australia. While there are a few hours overlap each day, and we make a real effort to be connected, the person who fills this role must enjoy and thrive working independently. That takes a certain maturity and mindset.



Business Development Director UK & Europe

Working directly with the Co-Founder & CEO and collaboratively with colleagues in Australia this newly created role will lead and further develop Performance Leader's client accounts in the UK & Europe. A client facing role the Director of BD will bring sophisticated, strategic sales processes to identify, win and grow new clients and play a critical account management role with existing clients and contacts.

Purpose

To initiate and deliver Performance Leader's business development and client relationship strategy in the UK & Europe, to drive future sales growth from new and existing clients and deliver first class client care.

Level of autonomy and responsibility

Works with high level of independence, within broad guidelines and aligned to strategic objectives, and in co-operation with clients and Performance Leader colleagues.

Contributes to the overall business strategy and growth agenda for Performance Leader globally.

"Our culture is open, honest, fair & personable. This role will have space to lead and be innovative and we have built out a sales and account management process in anticipation of hiring this person and for them to be successful."

Paul Lemon, Director BD EMEA & ASIAPAC



Key accountabilities

Business Development

Lead generation and sales

- Initiating direct contact with prospective clients
 - Managing the sales process
 - Development of the referral network
 - Preparation of proposals and pitches
 - Generating product and service sales
 - Utilising sales software (Hubspot), including developing materials and contact sequences
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Team Management and Leadership Engagement

Client relationship management (UK & Europe clients only)

- Onboarding new clients
 - Regular informal check ins
 - Formal client reviews and planning meeting
 - Triaging urgent client technical issues
 - Overseeing resolutions of complaints / concerns
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Managing marketing and promotional activities

Marketing activity and materials

- Contributing to the development of plans
 - Participating in PL social media activity including LinkedIn and Twitter
 - Recruiting UK based guests for podcasts, guest bloggers etc.
 - Supporting UK promotional activities including marketing events, conference activity etc
 - Co-development and management of core marketing materials with colleagues (E.g., proposals, product overviews etc)
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Markets and Client Knowledge

- Gather and distribute knowledge to support business development and sector intelligence
 - Understand our brand health within our client base
 - Understand the competitive market and how we maintain a premium and differentiated positioning
 - Understand the drivers of the market and make recommendations for how PL can deliver value to clients and value to the business
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NB: Additional performance objectives may be set, discussed and agreed with the individual, in line with the company strategic planning process. These objectives will reflect business priorities and will complement the position description's Key Responsibilities areas.

Person specification

Being able to fulfil the Key Responsibilities in any position is achieved by having the necessary ability, skills, and experience.

Technical Knowledge and Skills

Essential

- 10+ years of business development, sales and/or account management
- Deep experience in submissions/pitch environments, including developing winning strategies and client value propositions
- Experience using technology-based sales / CRM platforms
- Relevant tertiary qualification in business related field
- Depth of knowledge of business development strategies and initiatives in relation to selling complex business solutions
- A high level of expertise in Business-to-Business communications, marketing and brand management.
- An affinity with technology
- A problem-solving attitude
- Strong presentation skills
- Strong project management, process and co-ordination skills

Desired

- Experience working in a technology or professional services firm (preferably focused on legal or accounting industries)

“Anyone coming from a bigger company will immediately see a greater transparency, more autonomy and have the opportunity to have a greater impact on the business.”

Logan Balavijendran, Head of CX



Person specification

Behavioural Skills

Partnership and Teamworking

The ability to work with others to make a real difference

- Develops and uses a wide-based network, both inside and outside PL, to enhance business results
- Identifies and nurtures opportunities for business collaboration
- Enjoys working in a small, agile team environment
- Has a 'pitch in' and help attitude to large team projects or when colleagues need support

Innovation

The ability to identify and develop innovative solutions to business challenges

- Integrates many ideas and observations about complex issues into clear concepts that create useful insights for the business and clients - "finds new paths"
- Encourages and sponsors innovative thinking with colleagues and clients
- Can move between seeing the big picture and creating practical solutions for clients
- Supports clients to conceptualise and envision their use of the Performance Leader platform, starting with simple solutions that will create quick wins and build momentum, and building on this success to tackle more complex problems requiring higher levels of client confidence and engagement

Judgement

The ability to make informed and effective decisions

- Thinks clearly and stays focused in unpredictable or stressful situations
 - Uses conceptual skills to anticipate, identify and priorities highly complex issues
 - Works with clients to define the criteria for success, and ensures development of long-term, creative, strategic and realistic solutions
 - Applies a breadth of technical, business and commercial knowledge
 - Takes calculated entrepreneurial risks and manages risk
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How to apply

Performance Leader has recognised the strategic importance of this role to their business and have invested in a full candidate search campaign with Seldon Rosser.

To express your interest in this opportunity please contact graham@seldonrosser.com +44 7384 447 633

performanceleader.com seldonrosser.com

