

## OUTLINE JOB DESCRIPTION

**Role:** Business Development Manager

**Purpose:** Build relationships and credibility across our global target prospect pool of c. 1,000 specialist insurance innovators, qualifying client needs, and creating opportunities for Client Partners to engage at the right level and point.

**Package:** Competitive base salary, depending on experience, plus package

**Basis of employment:** permanent full-time.

**Base location:** London.

**Start:** ASAP.

**To apply:** contact [hire@ninety.co.uk](mailto:hire@ninety.co.uk) with your Cover Letter (max 1 page) and CV.

**Reporting to:** Sales Director.

**Team:** working alongside one other Business Development Manager, and working closely with the Sales Director, Marketing Manager, and 2-3 Client Partners.

### Overview of the Role:

Ninety Consulting is an established boutique insurance innovation specialist, working with large global insurance brands from offices in London and New York, and competing successfully with Big 4 consultancies.

We are looking for a Business Development Manager to help us widen our pipeline of sales opportunities in the UK and beyond. Line managed by the Sales Director, but working closely alongside another Business Development Manager, the role here will be responsible for building relationships and qualifying opportunities to run engagements with the right prospects at our global target account pool of c. 250 large insurers.

Our BDM roles flex fairly widely across our sales pipeline stages, doing everything from understanding target accounts to identifying target prospects; from building relationship to running qualification conversations; from supporting a Ninety Client Partner in the consultative sales process to leading end-to-end on simpler client requests.

Ninety operates in a tight specialism and sector niche, and so our business development is highly relational and patient, leveraging our strong reputation and credentials to build trust. Our model is as far from 'spray and pray' as you can imagine.

The role will specifically be responsible for building relationship with a sub-set of our global target account list, and then creating qualified engagement opportunities for yourself and – depending on the client need – a Client Partner from Ninety. This will involve a significant level of collaboration with our existing BDM, and we are looking for someone who can complement well as we move from singular BDM to multiple BDMs.

We'd expect you to have experience in business development / sales, and to understand the concepts of pipelines, conversion, CRM and qualification. We are looking for someone who is eager to keep their sleeves rolled up, working closely with the data in our HubSpot CRM, using LinkedIn judiciously, picking up the phone regularly, exercising excellent judgment in engaging with our senior client prospects, and understanding the value of tracking sales activity and a weighted sales forecast.

You must have at least two years' track record in sales or business development, with at least half of that being in enterprise / B2B sales of professional services (not software / product). We'd be especially interested if you have exposure to the insurance sector, in the UK or the USA.

We are a business with huge growth ambitions and a strong and active growth plan, who are intentionally setting about building for scale with strong advisors on board. Your career path at Ninety can be exciting and varied, with the growing business offering opportunities for role expansion and promotion for deserving candidates.

**A different sort of company:**

We are motivated by a desire to use our profits to play a big part in addressing causes of poverty in third world countries. Ninety Consulting is a wholly-owned subsidiary of a registered social enterprise, Ninety CIC, and 90% of our distributable profit goes to such causes, with the other 10% being shared amongst staff as a profit share. Our vision is to give £1bn to social causes over a 30-year timeframe. Buy-in to our vision and cause is an important part of feeling part of the team at Ninety.

**Remuneration & reward:**

We are seeking people who are looking for a purpose-driven career, in which they can make a tangible difference to 10,000's of the extreme poor every year. We will be looking for strong evidence of social motivation over personal ambition. Competitive base salary, depending on experience, plus package benefits including pension, life and health insurance, plus a share of 10% profit. We review target-based payments for our Business Development Manager roles on a quarterly basis, and have historically paid an uncapped quarterly bonus based on performance.

**Hiring process:**

We will filter applications, hold initial telephone interviews, then invite a handful of candidates to formal interview. Those who seem to fit best at formal interview will be invited to a more detailed interview at which they will be asked to present a proposal and talk through approaches. References will be taken up. We also do a variety of psychometric testing. We are a fast growing business that is looking for the right people to build for longevity.

## DETAILED JOB DESCRIPTION

### Purpose of role

To build relationship and awareness amongst target clients prospects, and to create qualified opportunities for Client Partners (and sometimes you) to engage in consultative sales conversations with a view to a paid engagement.

### Job responsibilities

Key responsibilities pertain mainly to early-stage sales pipeline development, though there is opportunity to go all the way to closing a deal. All of this will be in close collaboration with our existing BDM.

- **Research & CRM**  
Finding and researching possible target accounts, or building a more detailed understanding of a set of given target client accounts. Using our HubSpot CRM to capture information and record all activities.
- **Networking & relationship development**  
Using digital and physical networking environments (LinkedIn, events, conferences, etc.) to build and maintain a network in the insurance innovation community. Becoming an expert on the “who’s who” in the tight space that we inhabit, and building a relationship with many of the players therein.
- **Filling specialist events**  
Making sure that our specialist workshop events are well-attended by target prospects and our wider network. Promoting awareness, and using principles of polite persistence to make sure that we are leveraging our busy events schedule well.
- **Buying stage analysis, opportunity qualification, meeting booking**  
Judging each prospective client’s needs, buying stage and the possible opportunities. Using structured qualification approaches to test the validity of an opportunity, and securing further conversations, often for one of Ninety’s Client Partner, with the prospective client.
- **Shaping & selling solutions**  
In certain cases, using pre-packed proposal templates and your knowledge of Ninety’s offering, to shape a proposal, and close a deal with a client.
- **Sales discipline**  
Supporting Ninety’s search for predictability in the sales process by exercising strong sales disciplines (e.g. logging activity, updating deals in the pipeline, putting in daily target number of contacts, etc.).

### Qualifications and experience required

#### We are looking for the following hard skills:

- Minimum of 2 years of hands-on sales or business development experience.
- Strong, clear, broad and impressive evidence of involvement in enterprise B2B sales, and particularly in professional services / consultancy.
- We do not need you to understand insurance or innovation consulting, but any background or exposure to either (or broader financial services, or digital / marketing agency worlds) will be useful.
- We will be looking for clear evidence of your successes in:
  - o Building and managing pipelines.
  - o Using and managing CRM and prospect data.
  - o Prospecting using phone, email and LinkedIn.

- Event recruitment and appointment-setting.
- Qualification of deals.
- Ultimately, creating opportunities that have been converted into large deals with support from senior consultants.
- We will also be looking for sales attributes that we value, including:
  - Polite persistence, and a good personal manner.
  - Excellent phone technique.
  - Gregarious, personable nature.
  - Impeccable written English.
  - Good memory, and strong judgment.
- Experience with HubSpot is desirable, but not essential. However, you must be CRM-literate.

**We are looking for the following personal attributes:**

- Alignment to our social vision, with a demonstrable willingness to put personal legacy above personal ambition.
- Intelligence, perseverance and hard graft: a demanding qualification may help prove that, but we are not hung up on qualifications per se.
- Strong references: from previous employers, but also from previous clients you've sold into. We'll be looking for signs of performance and excellence, but also for evidence of character, integrity, and ethics.
- Diplomacy, attention to detail, good numerical, organisational and time management skills and a genuine interest in business, plus excellent web, MS Office, interpersonal, team working and written/verbal communication skills.
- Ethics, fairness and integrity, all of which are very important at Ninety, and will need to be evidenced.

**Logistics & reporting**

The role is based in London, UK. You will spend significant time in the office, but also be out at conferences, events, and meetings.

You will report to the Sales Director.