

Learning & Development Business Developer

Cegos Swiss is the Swiss subsidiary of Cegos Group, a world leader in Learning & Development solutions. Founded in 2002, Cegos Swiss is based in Geneva and partners with a wide range of customers across the whole of Switzerland. With decades of experience in world leading L&D solutions, our team has an unrivalled approach when it comes to creating incredibly effective learning for our customers.

To support our growth in Switzerland, we are looking for a highly motivated and results-driven **Learning & Development Business Developer** to join our team and spearhead the growth and development of our L&D sales.

Commented [EA1]: "of our sales", as L&D is obvious?

As a Business Developer, you will be responsible for identifying, developing, and nurturing business opportunities in the learning and development sector, with a focus on expanding our customer base and driving revenue growth. This is a challenging and rewarding role that requires strong sales acumen, excellent interpersonal skills, and a deep understanding of the Swiss market.

Key Responsibilities:

Reporting to the Key Account Business Partner, your responsibilities will include but not be limited to:

- **Lead Generation and Prospecting:**
 - Generate leads and build a strong pipeline of potential clients through various channels such as cold calling, networking, attending industry events, and leveraging existing relationships
 - Conduct prospecting activities to secure appointments and establish relationships with key decision-makers
- **Relationship Building:**
 - Build and maintain strong relationships with key stakeholders, including HR managers, learning and development professionals, and senior executives in organizations
 - Understand needs, challenges, and business objectives to position our learning & development solutions effectively
- **Sales Presentations and Negotiations:**
 - Deliver compelling sales presentations, product demonstrations, and proposals to potential clients, showcasing the value and benefits of our learning & development solutions
 - Lead negotiations and contract discussions to close deals while ensuring customer satisfaction and long-term relationships
- **Collaboration and Coordination:**
 - Collaborate with internal teams, such as marketing, product development, and customer success, to align business development activities with overall company goals
 - Provide feedback from the market to help shape the product roadmap and enhance our offerings
- **Sales Performance and Reporting:**
 - Track and report on sales performance, including pipeline metrics, conversion rates, and revenue projections

- Provide regular updates to the management team on sales activities, market insights, and competitor analysis

Requirements:

- Proven track record in business development and sales, preferably in the learning and development industry
- Strong understanding of the Swiss market and ideally the learning and development landscape
- Excellent communication and interpersonal skills, with the ability to build rapport with customers and stakeholders
- Results-oriented mindset with a drive to meet and exceed sales targets
- Excellent time management skills and ability to prioritize efficiently
- Fluency in English and French or/and German
- Team player who can also demonstrate the self-drive to work independently
- Good knowledge of technology and social networking tools
- Swiss Citizen or eligible for a valid work permit

What's on offer?

This newly created role allows for autonomy and growth in an expanding sector. We are a diverse team who believe in making a difference. We offer flexible working conditions across various locations in Switzerland. Benefits include:

- Hybrid working conditions and flexible working hours
- Modern and comfortable co-working spaces available across Switzerland
- Railcard/travel pass as required
- Competitive salary
- 6 weeks' holiday per year
- Fun team with plenty of social events to enjoy!

Start date: September 2023