# **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.

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