

Job Description



Business Development Manager – UK & Europe

Background

Datix has been a global pioneer in the field of patient safety over the past three decades and today is the leading provider of software for patient safety, risk management and incident reporting for the healthcare sector.

Datix aims to build and promote a culture of safety within healthcare organisations, recruiting professionals who are passionate about improving healthcare and championing technological innovation. Datix continually invests in its software and services, maintaining a leadership position at the forefront of the worldwide patient safety movement.

Datix is focused on the health and social care sector. Its customers include public and private hospitals, primary care providers, GP surgeries, mental health and ambulance service providers. Within the UK this includes more than 75% of the National Health Service. Internationally the Datix client base is growing rapidly and includes large scale deployments in the USA and Canada as well as customers in Europe, Australia and the Middle East. Datix has offices in London, Chicago, Washington DC and Melbourne, with partners in the Middle East, Australia and New Zealand.

We develop, maintain and support our own software and provide training and consultancy services to allow our customers to get the most benefit.

We are committed to the patient safety community and we now support some of the world's largest incident reporting systems. In line with our mission to reduce harm to patients, we are looking to appoint a Business Development Manager to join our UK & Europe Sales team.

The Role

The role of the Business Development Manager will be to identify and generate sales leads from across the health and social care pathway, plan persuasive approaches and pitches to bring new customers to Datix and develop and maintain professional relationships with new contacts. In addition, the role requires working closely with the Account Management team to support incremental sales from Datix's extensive customer base. The role will suit an energetic and customer focused self-starter able to leverage a new product to existing and new markets in the health and social care sector.

The role will report to the Commercial Director, UK and Europe and will be based in Wimbledon with up to 4 days per week expected for prospect and conference meetings.

Responsibilities & Duties

New Business Development

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- Product knowledge - be able to explain in detail how the Datix products and services work, what business value they offer, and the reasons it appeals to your company's ideal customers
 - Ensure a robust and accurate pipeline of opportunities to meet sales goals and to inform Executive Leadership Team reports
 - Achieve agreed sales target via prospecting for new customers in line with sales strategy:
 - Identify prospective customers in the health and social care market
 - Research and build relationships with prospective customers
 - Set up meetings between prospect customer decision makers and company's influencers
 - Plan approaches and consultative pitches
 - Deliver documented proposals and pricing for the solution/service - Work with team and prospects to develop proposals that speak to the prospect's requirements and objectives
 - Contract negotiation
 - Liaise with our external legal team where required
 - Work closely with Datix teams including Product, Finance and Implementation teams
 - Be willing to travel to meet with prospects across the UK and potentially Europe up to 4 days per week
 - Post-sales relationship management
 - Ensure that a timely handover to the professional services team happens post sale
 - Engage with customers for marketing opportunities to build case studies and press releases

Business Development Planning

- Attend industry functions, such as conferences, and provide feedback and information on market and product trends
- Present to and consult with mid and senior level management on business trends with a view to developing new services, products, and distribution channels
- Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales
- Using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators

Management and Development

- Keep up to date on health and social care initiatives, programmes and general news
- Submit accurate, weekly progress reports
- Ensure accurate entry and management of data within the company's CRM
- Work with marketing staff to ensure that campaigns and marketing documentation delivers the right messages
- Support Line Manager with team development and training
- Research and develop a thorough understanding of the company's people and capabilities

- Attend team and company meetings to ensure aligned understanding of company and team strategy
- Accurate monthly submission of work-related expenses using our expense software

Client Retention Support

- Liaise effectively with other Datix customer facing teams to identify upsell opportunities
- Participate in customer user group meetings and associated activities

Skills, Qualities & Experience

Candidates must have a degree or equivalent education and have successful track record (2 years plus) selling software services in the UK. They must also be able to demonstrate:

- Excellent all-round communication skills in person, on the telephone/internet meeting suite and email including:
 - Creating rapport
 - Active listener
- An aptitude for articulating the value of software/services
- UK Healthcare market knowledge
- A confident and consultative engagement style
- Customer focused & energetic
- Objection prevention skills – ability to be strategic and think ahead by studying what typical objections come up in most cases
- Excellent time management and self-starter
- Commercially aware and results driven
- Strong team player
- An ability to work under pressure

Desirable

- Experience of using Salesforce

Package & Benefits

This role comes with an excellent salary and benefits package. Including, 25 days holiday a year, private medical insurance, company pension, death in service cover, subsidised gym membership and discounts on various goods and services through the Datix rewards scheme. If you wish to apply for this role, please forward your CV with a short cover letter to careers@datix.co.uk.