



Job Description

Business Development Executive – Managed IT & Cybersecurity

Reporting to: Sales Team Lead

Location: Chelsea, London (Office Based)

Roles and Responsibilities

The Business Development Executive is responsible for identifying and developing new business opportunities within SMB and mid-market organisations. The role combines proactive outbound prospecting with consultative sales engagement, generate qualified opportunities and progressing them through discovery and proposal stages.

The Business Development Executive will work closely with Senior Sales and Technical teams to position Conosco's managed IT, cloud and cybersecurity services as solutions to key business challenges. The role focuses on pipeline generation, opportunity development and revenue contribution, with the ability to manage smaller opportunities through to close while supporting larger opportunities alongside the Senior Sales team.

Key Responsibilities:

New Business Prospecting & Lead Generation

- Identify and engage prospective organisations that align with Conosco's target customer profile.
- Develop and execute targeted outreach strategies to initiate conversations with potential clients across SMB and mid-market organisations.
- Build and maintain a strong pipeline of early-stage opportunities through proactive prospecting.

Outbound Prospecting & Pipeline Creation

- Drive consistent outbound engagement through:
 - Cold calling
 - Email outreach
 - LinkedIn and social selling
 - Networking and follow up from events or campaigns
- Secure discovery meetings with key decision makers including IT leaders, finance stakeholders, and senior executives.
- Generate qualified opportunities for progression through the sales pipeline.



Discovery & Qualification

- Conduct structured discovery conversations to understand client needs, including:
 - Current IT infrastructure and support models
 - Cybersecurity risks and compliance requirements
 - Cloud strategy and digital transformation initiatives
 - Business challenges impacting technology delivery
- Assess opportunity suitability and qualification before progressing opportunities further in the sales process.

Solution Positioning

- Develop a clear understanding of Conosco's core services, including
 - Fully Managed IT Support
 - Co-Managed IT Services
 - Cybersecurity Solutions
 - Cloud Services (Microsoft 365, Azure)
 - Backup and business continuity
 - Mobile comms
- Introduce these services to prospects, clearly communicating the commercial value and operational benefits.

Proposal Development & Sales Progression

- Work with technical and pre-sales teams to develop tailored proposals and solution recommendations.
- Support the preparation and presentation of proposals and commercial options to prospective clients.
- Progress suitable opportunities through the sales process and close engagements where appropriate.

Collaboration & Team Engagement

- Work closely with:
 - Marketing to follow up on campaigns and inbound leads
 - Technical teams to support solution design
 - Sales leadership to progress larger opportunities
- Ensure smooth handover of new clients into onboarding and service delivery teams once agreements are in place.



Pipeline Management & Reporting

- Maintain accurate and up-to-date records in the CRM system
- Track outreach activity, meetings booked, opportunities created, and pipeline progression.
- Provide regular updates on pipeline development and performance against targets.

Market Awareness

- Develop an understanding of the managed services and cybersecurity market.
- Stay informed on industry trends, emerging technologies, and common challenges faced by SMB and mid-market organisations.
- Use this knowledge to drive relevant and valuable conversations with prospective clients.

Skills & Experience

- Experience in sales, business development or lead generation roles.
- Strong communication and relationship building skills
- Comfortable engaging with Senior decision makers
- Ability to manage multiple opportunities and maintain pipeline discipline
- High organised with strong CRM usage.
- Highly driven, energetic and results-oriented, with a proactive approach to identifying and closing opportunities.

Career Progression

As a Business Development Executive, you will build on your existing sales and business development experience to take ownership of pipeline creation, opportunity development, and closing deals end to end from day one. You will be trusted to operate with autonomy, engage senior stakeholders, and play a key role in driving revenue, while benefiting from a high-performance environment.

As you consistently deliver results, you will progress into a Business Development Manager role, taking on larger, more complex opportunities, increasing deal values, and expanding your strategic influence across accounts. High performers will move quickly into senior positions, leading high value engagements, shaping go to market strategy, and mentoring others within the team.