



NAVIGATORS
of EXPERIENCE



HEAD OF SALES AND BUSINESS DEVELOPMENT

Reports To: Chief Executive Officer

Purpose: To drive CGA's new business acquisition strategy, leading efforts to expand our client base and grow our market presence, ensuring that revenue targets are consistently achieved and exceeded.

Specific Responsibilities

- To increase CGA's profitability by developing and implementing a comprehensive new business strategy aimed at identifying, attracting and securing new clients in target markets
- Have a strong focus on lead generation, pipeline building, and deal closing within the CX sector. To identify, nurture and convert high-value prospects into long-term clients.
- Set clear goals and KPI's for sales, regularly monitoring performance and providing feedback to the business.
- Proactively target top-tier companies that align with CGA's expertise in their CX requirements and establish relationships with key decision-makers.
- Oversee the lead generation process, including prospecting, qualifying leads, and managing an active sales pipeline.
- Lead sales planning, forecasting, and budgeting to ensure alignment with business goals and financial targets.
- Drive a metrics-driven approach to track lead-to-conversion rates, pipeline health, and new business revenue targets.
- Identify and participate in relevant industry events, conferences, and forums to generate leads, network, and build brand awareness.
- Build strategic alliances and partnerships to expand CGA's network and client acquisition channels.
- Provide feedback on market insights, potential risks, and emerging opportunities to inform and adjust the sales strategy accordingly.

- Collaborate closely with Marketing Team, CDO and CEO to align new business efforts with brand messaging and service offerings.
- Support the CDO, in the development of competitive pricing models and contracts that drive profitable new business growth.
- Ensure the delivery team are aware of budget constraints that impact contract negotiations.
- Cultivate a positive work environment that encourages innovation, customer-centricity, and a passion for results.

Moving forward

- Recruit, train, mentor, and manage a high-performing sales team, fostering a culture of excellence, collaboration, and accountability.
- Cultivate a positive work environment that encourages innovation, customer-centricity, and a passion for results.

Behaviours

- Leadership and Vision – Ability to inspire, lead, and develop a high-performing sales team.
- Customer-Centric – Deep empathy for client needs and a commitment to delivering value through exceptional CX.
- Strategic Thinking – Ability to foresee market trends, identify opportunities, and build plans that drive sustainable growth.
- Results-Oriented – Demonstrate resilience, tenacity, and a relentless focus on meeting and exceeding targets.
- Innovation – Continuously seeks new ways to improve sales processes, customer interactions, and business outcomes.

Experience

- Proven experience of high conversion rate of leads to sales and of driving profitability within a business.
- Knowledge of customer experience principles, trends, and best practices would be helpful.
- Strong analytical, strategic, and financial acumen, with the ability to make data-driven decisions.
- Exceptional communication, negotiation, and interpersonal skills, with the ability to build trust and rapport with diverse stakeholders.
- Experience working in a fast-paced, high-growth environment and a demonstrated ability to adapt to change.

- Proficiency in CRM software (e.g., Salesforce, HubSpot) and Microsoft Office Suite.

About CGA

We are a globally recognised and highly ambitious customer experience consultancy working with multi-national clients across a variety of sectors in mobility, b2b2c, property and finance.

Our ideal prospect is a mid-tier FTSE 250 business going on a transformational journey and we tend to work with mid-size businesses to enterprise. Our audience includes: CEOs and C-Suite, Customer Experience/Customer Service/Customer Relations Director level, Senior Marketing personnel and Chief People Officers/HR Directors for the Empathy Lab.