



If interested, kindly email your CV to recruitment@cloudessentials.com

Job Profile

Job Title:	New Business Specialist
Division:	Business Development
Job Family:	Sales
Reporting To:	Head of Sales & Customer Success
Location:	Randburg, South Africa
Salary bracket:	Market related. Not commission based
Work arrangement:	Hybrid (2 days in office)

Role Purpose

The New Business Specialist is responsible for originating net - new business opportunities by opening doors into target organisations and securing early access to senior decision - makers. This is a new business (hunter) role focused on lead & deal generation, new logo acquisition, early - stage opportunity origination, and market entry within defined target industries and accounts. This person will own opportunities from first contact through to qualification and will circumstantially hand over some qualified leads to sales and delivery or continue to progress them and have the ongoing ownership themselves, to deal closure (at managers discretion).

Key Accountabilities

1. New Business Hunting & Access Creation

- Identify and pursue net-new logos aligned to the Ideal Customer Profile (ICP)
- Ensure leads are of suitable quality
- Open doors through outbound outreach; referrals, partners, events and social networking
- Proactively conduct sweet spot account targeting
- Secure first meetings with senior decision-makers
- Obtain key stakeholder engagement
- Build early credibility and position Cloud Essentials effectively in competitive environments

2. Early Opportunity Discovery & Qualification

- Identify strategic business problems, implications, and buying drivers (following the SPIN methodology)
- Qualify opportunities rigorously based on fit, intent, and readiness
- Progress only high-quality opportunities into the sales cycle
- Generate and convert leads to deals, in alignment with the company's targets (quantities)

3. Executive Engagement & Consultative Selling

- Engage confidently with C-suite and senior technology stakeholders
- Apply SPIN-led consultative selling techniques
- Secure clear client-owned next steps and advances
- Introduce solution narratives only once needs are clearly established
- Work certain deals through the sales cycle and to closure (wins)

4. Partner & Ecosystem Leverage

- Build and maintain relationships with Microsoft account teams and specialists
- Network with complementary partners to generate access and demand
- Leverage partner relationships and incentives

5. Internal Collaboration

- Collaborate with Pre-Sales and Delivery during early deal shaping
- Ensure deals are well-documented, following the SPIN methodology
- Where appropriate; deliver structured handovers and formally exit ownership post-qualification (deal dependent)

6. Sales Administration & Governance

- Maintain accurate CRM records and notes
- Forecast realistically and uphold sales process discipline
- Provide insight-based updates to sales leadership
- Track partner and Microsoft involvement in opportunities

Key Measures of Success

- Quantity and quality of qualified net-new business deals
- Number and quality of senior-level access points created
- Conversion of leads to deals
- Proactive account targeting
- Networking efforts
- Quality of information capture and documentation
- Effectiveness of lead handover or progression

Minimum Requirements

Experience

- 5–10+ years' experience in B2B new-business / hunter sales roles
- Proven track record of securing first meetings with senior decision-makers
- Experience originating and qualifying net-new leads
- Background in technology, cloud, managed services, or consulting-led sales
- Exposure to the Microsoft ecosystem (M365, Azure, Security, Data/AI)
- Comfortable operating in high-ambiguity, greenfield environments

Qualifications

- Tertiary qualification in Business, Sales, or IT (advantageous)
- Microsoft or aligned vendor sales certifications (beneficial)
- SPIN or consultative selling training (advantageous)

Core Competencies

Knowledge

- Enterprise buying environments and stakeholder complexity
- Microsoft cloud ecosystem and services-led sales models

Skills

- Door-opening and first-meeting excellence
- Consultative discovery and opportunity shaping
- Executive-level communication and presentation
- Negotiation and securing clear advances
- Structured written discovery and opportunity summaries
- Clearly translate, analyse and structure information
- Proactiveness and accountability
- Agility
- Prioritisation

Attributes

- Strong hunter mentality
- High resilience and persistence
- Confident executive presence
- Results-driven with strong ownership
- Comfortable with rejection and ambiguity

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