



THE XPØENTIAL GROWTH COMPANY

The best way to grow

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## Business Development Manager (Growth Advisory)

**Location:** Remote (initially) → Transition to Sandton, Johannesburg (hybrid model)

**Employment Type:** Permanent | **Target Start Date:** 1 September 2025

**Reporting To:** Chief Growth Officer

**Industry Focus:** Professional Services | B2B | **Key Sectors:** Technology, Media & Entertainment, Telecommunications, Professional Services, Financial Services

### About Xponential

We're a high-growth advisory firm that helps South African businesses scale exponentially through our "Solving for X" methodology. We partner with mid-to-large companies to tackle complex challenges—from market expansion to digital transformation—using tailored, data-driven playbooks.

**Our typical clients include B2B firms in the following sectors - but not limited:**

- Technology
- Media & Entertainment
- Telecommunications
- Professional services
- Financial Services
- Etc.

### Role Mission

Hunt and close strategic, high-value deals (R5M–R15M per annum) with C-suite decision-makers (CEOs, CFOs, Chief Sales/Commercial/Revenue Officer, Heads of Strategy). You'll own the full sales cycle—from cold outreach to contract signing—while positioning Xponential as the go-to partner for transformational growth in Africa and the Middle East.





## Detailed Responsibilities

### 1. Prospecting & Pipeline Building

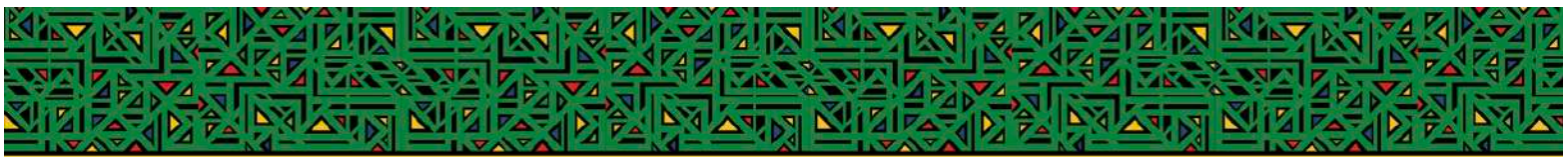
- **Outbound Hunting:**
  - Conduct 150+ monthly touchpoints (calls, emails, LinkedIn) using LinkedIn Sales Navigator, HubSpot CRM, and Apollo.io.
  - Target SA-specific Ideal Customer Profiles:
    - JSE-listed firms launching new divisions
    - JSE-listed firms looking for growth
    - 50 to 200 employee mid-market companies
    - 200 to 1 000 employee large companies
    - 1 000+ employee firms
    - Family-owned businesses transitioning to professional management
- **Networking:** Leverage SA industry events (Africa Tech Week, SA Innovation Summit, ICT Summit, etc.) for lead generation.

### 2. Consultative Selling

- **Diagnostic Phase:**
  - Run executive workshops to uncover pain points (e.g., “Our EBITDA margins are shrinking due to diesel costs”).
  - Use Xponential’s “Solving for X” framework to identify 3–5 growth levers (e.g., pricing optimisation, channel expansion, export strategy, etc).
- **Solution Design:**
  - Partner with Xponential’s Growth Architects to build custom 12-month playbooks (e.g., “FMCG GTM for Namibia”).
  - Present proposals with ROI-driven pricing (retainers, success fees, equity stakes).

### 3. Deal Closing

- **Pitch Process:**
  - Deliver board-level decks (in PowerPoint/Canva) tailored to SA audiences (e.g., BBBEE alignment, local regulatory hurdles).
  - Navigate procurement with CFOs/legal teams (MSAs, SLAs).
- **Negotiation:**
  - Close 10 new clients per month (avg. deal size: R5M–R15M).





#### 4. Market Intelligence

- **Competitor Tracking:**
  - Monitor local rivals (e.g., McKinsey & Co, Accenture SA, Deloitte, PWC, Delta Partners) and global firms entering SA.
  - Report weekly insights on pricing shifts (e.g., discounting by mid-tier consultancies).

#### Candidate Requirements

##### Experience (Non-Negotiables)

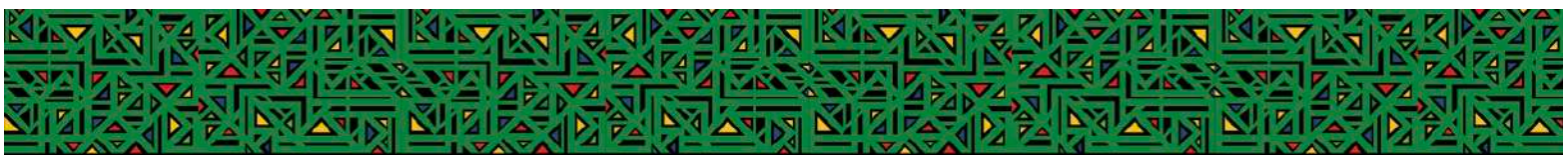
- 5–10 years in B2B sales/business development, with 5+ years in management consulting or growth advisory (Big 4, boutique firms, or corporate strategy roles).
- Bachelor's degree | MBA an advantage
- **Proven track record:**
  - Closed R100M+ in annual deals (provide deal sheet examples).
  - Sold complex services (e.g., multi-year transformation projects).
- **Industry knowledge:**
  - Familiarity with SA business landscape (e.g., Navigating procurement processes, Corporate challenges).

##### Skills

- **Hunter DNA:**
  - Ability to connect with SA CXOs and book 15+ intro meetings/month.
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- **Consultative Edge:**
  - Can articulate how Xponential differs from traditional consultancies.
  - Fluency in financial metrics (e.g., IRR, EBITDA margins).
- **Tech Savvy:**
  - CRM (HubSpot), LinkedIn Sales Navigator, Power BI (for client dashboards).

##### Behavioural Fit

- Resilience: Shorten sales cycles with persistence.
- Cultural IQ: Adapts messaging for corporate culture (e.g., relationship-first, formal hierarchies).
- Entrepreneurial: Thrives in a scale-up environment (no corporate hand-holding).





## KPIs & Targets

Metric	Target
Monthly Closed Deals	10
Average Deal Size	R5M–R15M
Pipeline Value	R150M+ at all times
Lead Response Time	≤2 hours

## Why Join Xponential?

- **Shape SA’s Growth Landscape:** Work on industry shaping projects
- **Localised Expertise:** Leverage our emerging market playbooks (e.g., expanding into Dubai).
- **Career Growth:** Path to Director of Growth within 2–3 years.

## Application Process

1. **Submit:** CV + 1-page “growth pitch” for a hypothetical SA client (e.g., “Helping a technology firm grow revenue by X%”).
2. **Final Panel:** Culture-fit interview with team.

