



Business Developer

Introduction to SOLA

SOLA is a 100% South African, vertically integrated renewable energy solutions provider, specialising in the development, construction and operation of solar PV and battery energy storage projects. We focus on partnering with the private sector to deliver clean energy to businesses across South Africa using cutting edge clean energy generation and storage technologies. We help our clients to grow and prosper through the adoption of low cost and reliable renewable energy, enabling them to meet their carbon reduction and sustainability targets.

The overall purpose of the position:

This role will drive sales of power purchase agreements to buyers across South Africa, bringing new services and products to a wide range of companies and continuously contributing to the growth of SOLA's pipeline of new and exciting projects and services.

This is an exciting role with the potential to drive the creation of very high value contracts in the electricity sector. It is an opportunity to build a large sales pipeline in a rapidly expanding sector, selling SOLA's unique products which are highly differentiated and competitive due to our unique vertically integrated structure and history of innovation and market creation. The role also offers significant growth opportunities within the SOLA business development unit as the energy transition advances.

Reports to: MD, Commercial

Location: Cape Town (preference) or Johannesburg

Summary of Responsibilities:

Sales

- Drive the creation and identification of new sales leads and develop relationships with key decision makers across a wide range of prospects.
- Mine SOLA's extensive client, market and industry databases for new and old leads and sales opportunities.
- Actively seek out opportunities to sell new and improved product offerings to existing or past clients.
- Secure meetings and product pitches, deliver presentations, and prepare proposals for buyers.
- Manage and drive leads from initial engagement through to contract execution, with support from SOLA's highly experienced commercial, legal and technical teams.
- Manage work flow to ensure a consistent flow of new and maturing leads, and regular and consistent sales activities including calls, meetings, pitches and proposals.

Pipeline Development

- Consistently track and coordinate sales activities and deal progression using SOLA's CRM platform (Pipedrive).
- Actively gather market feedback on tariffs, contract terms, and timelines from customer engagements to inform the ongoing improvement and adaptation of SOLA's products.
- Report on a weekly basis on sales progress, market feedback, challenges and opportunities.
- Engage with and strategise with SOLA's commercial team on new opportunities, sales drives, and buyer roadshows.

Key Performance Indicators

- Contracts signed
- Awards secured
- Proposals delivered
- Client engagements and pitches
- New leads created

Minimum Requirements:

Qualifications and Experience:

- The preferred candidate must have a commercial and/or engineering degree.
- The preferred candidate will have at least 5 years of experience in sales of renewable energy projects and contracts. Candidates with 3-5 years of experience in selling other technical solutions or products (for example mining services, complex technical solutions, etc) will also be considered.
- A demonstrated track record in consistently building a pipeline of customers and managing these from lead generation to contract signature over an extended period of time is non-negotiable.

Technical Competencies:

- Experience in using CRM platforms such as Pipedrive and Hubspot
- Proficient with MS Office and Google Suite.
- A solid commercial understanding of renewable energy technologies such as solar PV, and related systems. Candidates with experience selling other technical solutions (for example mining services or other complex technical products) must be able to demonstrate their technical knowledge, understanding of, and sales approach for those solutions or products.
- Must have the ability to learn technical aspects of products and solutions and communicate them effectively to customers.
- Valid driver's license (3 years or more) for travel around South Africa, primarily to urban centres and occasionally to rural areas, will be required.

Behavioural Competencies:

- Strong organisational skills, with the ability to persistently and consistently build and maintain a sales pipeline.
- A resilient personality is required, along with the ability to accept market feedback and adapt and respond while continuing to build a pipeline
- Determined and driven by hitting sales targets and unlocking value for both the candidate, as well as the team and community/company in which they work
- The ideal candidate will relate specifically to SOLA values of Own Your Work, Pursue Innovation, Keep it Light and Dig Diversity.
- Self-motivator, who can work under pressure and think on their feet.
- The ideal candidate will be passionate about the renewable energy industry and will embody respect and responsibility in the full sense of the word, while enjoying contributing to a team of highly knowledgeable professionals.

At SOLA one of our core values is *Dig Diversity* and we are committed to transformation and embracing diversity. This commitment is what drives us to achieve a diverse and inclusive workplace, representative of the demographics of our society. We therefore give preference to applicants from the designated groups in alignment with our Employment Equity plan.

To apply for this vacancy, please complete this [screening questionnaire](#) and send a copy of your CV to hireme@solagroup.co.za.