

JOB DESCRIPTION

Sales Lead

LOCATION:

Milton Keynes Head Office - Mix of home and office-based working

HOURS:

Full-time

SALARY:

Dependent on experience + commission/bonus structure

REPORTING TO:

Sales Director

WHO ARE PRAGMATIQ?

At Pragmatiq, we work with ambitious organisations to help them do better and be better. As an award-winning Microsoft Solutions Partner, we support businesses and non-profits to achieve their goals through digital transformation – using Microsoft Dynamics 365, the Power Platform, and Microsoft Copilot Studio.

Our team are at the heart of the business, with expertise spanning a variety of areas. Each day, we always aim to bring out the best in each other and all work together to achieve our mission:

We support our customers to build better and smarter organisations, leveraging the power of technology to unlock opportunities. We do this through a Microsoft focussed strategy, consistently pushing the boundaries of the platform, combined with Pragmatiq's approach to Excellence in everything we do.

Our values embody who we are and underpin everything we do as a business. Additionally, they help us to ensure all activities and initiatives related to hiring, promoting, development and reward are aligned.



ACCOUNTABILITY

We take ownership & responsibility, and lead by example to ensure we deliver results.

Connected Values: Ownership. Reliability. Integrity.



COLLABORATION

By working together, being curious and sharing ideas, we identify solutions, quickly.

Connected Values: Humility. Respect. Communication.



EXCELLENCE

We believe in going above & beyond, being proactive and continually striving for better.

Connected Values: Ambition. Adaptability. Pioneering.



THE ROLE:

We are looking for an experienced and commercially driven Business Development Lead to support the growth of our Microsoft-focused sales function.

This is a senior, hands-on role focused on driving net new business and closing high-value opportunities across the Microsoft ecosystem, particularly within:

- Dynamics 365 Customer Engagement (CE)
- Dynamics 365 Business Central (BC)
- Microsoft Power Platform

The role requires a proven ability to take opportunities from initial engagement through to close, working closely with internal pre-sales solution architects, referral partners and prospect stakeholders.

A key aspect of the role will also be developing and leveraging strong relationships within Microsoft (particularly SMC teams) and referral partners to generate, influence, and accelerate pipeline opportunities.

This is a highly visible role within the business, ideal for someone who thrives in a results-driven, entrepreneurial environment and wants to play a key part in our next phase of growth.

KEY RESPONSIBILITIES:

DRIVING REVENUE & PIPELINE

- Own and deliver a new business revenue target, with accountability for pipeline creation and conversion
- Generate high-quality opportunities through a mix of Microsoft channel, events, networking, partner referrals and direct outreach
- Lead the end-to-end sales cycle, from initial discovery through to negotiation and close
- Build, manage, and maintain a robust sales pipeline with accurate forecasting

DRIVING REVENUE & PIPELINE

- Develop and nurture strong relationships across Microsoft (particularly SMC teams) and Referral Partners
- Actively collaborate with Microsoft stakeholders to generate joint opportunities and co-sell activity
- Maintain a strong understanding of Microsoft priorities, funding programmes, and go-to-market initiatives

SOLUTION SELLING & OPPORTUNITY MANAGEMENT

- Work closely with Solution Architects, Technical Consultants, and Delivery teams to shape solutions aligned to client needs
- Lead client engagements, workshops, and presentations to articulate value propositions clearly
- Own proposal development, commercial structuring, and contract negotiations

MARKETING & EVENT-LED BUSINESS DEVELOPMENT

- Actively participate in and help shape events, exhibitions, webinars, and roundtables
- Leverage events as a key channel for generating net new opportunities
- Collaborate with marketing to ensure strong campaign-to-opportunity conversion

EXTERNAL REPRESENTATION & BRAND BUILDING

- Represent Pragmatiq at industry events, partner engagements, and networking forums
- Build credibility as a trusted advisor within the Microsoft ecosystem
- Strengthen relationships with clients, partners, and key stakeholders





KEY SKILLS & EXPERIENCE

ESSENTIAL

- Proven track record in closing Mid-Market & SMV B2B software/services deals within the Microsoft ecosystem
- Strong experience selling:
 - Dynamics 365 CE (CRM)
 - Business Central (BC)
 - Power Platform
- Demonstrable ability to manage and close complex, high-value opportunities end-to-end
- Experience working with or alongside Microsoft sales teams (SMC or equivalent)
- Experience working with or alongside referral partners, such as MSPs
- Strong commercial acumen with excellent negotiation and stakeholder management skills
- Consistent achievement (or overachievement) of revenue and pipeline targets

HIGHLY DESIRABLE

- Experience driving business through:
 - Events / exhibitions
 - Roundtables / webinars
 - Partner-led campaigns
- Previous experience within a Microsoft Partner organisation

CORE COMPETENCIES

- Results-oriented and highly motivated
- Excellent communication and presentation skills
- Strategic thinker with a hands-on approach
- Strong organisational and pipeline management skills
- Comfortable operating in a fast-paced, growth-focused environment

EQUALITY, DIVERSITY AND INCLUSIVITY:

At Pragmatiq, we aspire to have a workforce that is diverse and representative of all sections of society. We value different thoughts and perspectives, and believe that a diverse workforce enables growth and creates a sustainably inclusive workplace for all employees. If you would like to discuss any specifics of the role and how you might be suitably qualified, or to discuss flexibility or accessibility requirements, please contact careers@pragmatiq.co.uk.





WHAT WE CAN OFFER:

You will be part of a fast-paced Microsoft Solutions Partner at an exciting period in our growth. You will be an integral part of a talented team, dedicated to client success and ongoing innovation to remain at the very top of our game in a specialist area of technology. We provide our employees with an extensive benefits package, that includes:

- Private medical insurance
- Employee Self-Improvement Scheme; £500 funding to access a range of opportunities that support personal, physical, and mental development
- Healthcare plan allowing you to claim money back on treatments across areas such as Dental, Optical and Physiotherapy
- Access to a mental health support service
- A rewards account providing a range of discounts across a variety of excellent brands
- One paid-for volunteering day a year for a charity of your choice
- Hybrid working environment
- Quarterly team social events
- 25 days + Bank Holidays, with options to buy/sell days
- Birthday off work
- £200 to spend on home office equipment
- Competitive salaries
- Walking meetings
- Pension plan
- Based in bright, spacious offices in Central Milton Keynes, a short walk from Centre:MK and MK train station
- Option to buy an extra 5 days leave, or claim 5 days back at the end of the year

