CASE STUDY

Business Development

Raj
Business Development Manager

Raj's Journey

Raj joined SCG in January 2010, as part of the newly established Data Sales team, advising existing customers on broadband solutions for their business.

Initially, technical support was handled within the team, but as customer volume increased, it became more efficient to separate this from the sales function. Having experience in both fields, Raj was given the choice of which area to specialise in and decided to focus on sales, with the department eventually evolving into the Business Development team.

As the existing departmental manager's other responsibilities started to take them in other directions, Raj put himself forward as the new Business Development Manager, moving into the position on 1st February 2018. He now manages six people within his team, with the remit of contacting existing customers to discuss solutions to improve their set-up on every product in the SCG portfolio.

Raj in his own words

"When I was looking at joining SCG, I'd just got married, and was questioning whether I should leave a secure position and risk joining a new company. Initially I interviewed for several different roles, but kept turning them down as they weren't quite right for me. Each time, the Chief Customer Officer would come back with a slightly different position, so I realised that he recognised something in me and knew I would be a good fit with the business. When he approached with the Data Sales role, it was perfect.

I remember thinking, 'no-one else is doing what we're doing'. Other telecoms suppliers only contacted customers if there was an issue, or they hadn't paid a bill; at SCG, we were contacting our customers and asking them if they were OK, what issues they were facing, and how we could help. I love that proactive nature of Business Development, and I know our customers appreciate it too.

So here I am after more than 14 years with SCG, and I know that I'm here for life. I love this place; it's like a family, and for anyone who joins my team, I want to sow the same seeds so that they have the same experience."

Raj's standout moment

"My standout moment was getting my promotion to Business Development Manager, having started out as a founding member of that original sales team. It's recognition from the company for the time that I've put into the role, and the trust that I've earned. They fully invest in people, and want you to succeed and get to where you want to be.

It's also nice to feel that appreciation from customers. We still get people contacting the business years later who ask if I still work here and remember when I first spoke to them. Knowing that I've had a lasting effect is a great feeling."

Raj's view

"What stands out in SCG is the sense of control we are given. We always try to put the customer ahead of even ourselves; my current position gives me the capability to create or expedite a solution for a customer in a way that perhaps other traditional telecoms suppliers might not be able to. I feel empowered to uphold the company's ethos of establishing and nurturing those long-term relationships.

That same approach is also reflected in the scope I have as a manager. If I need to give a team member some additional support or reward them for good performance, I know I can do it with the full backing of SCG. I've always believed in treating people as you want to be treated yourself, and here I can do exactly that. That's why I have team members who, like myself, will only ever leave the department to be promoted further in the Group."