

JOB DESCRIPTION

Job Title: Business Development Manager (East of England and Scotland)

Job Role: Reporting to and taking targets and direction from the Sales Team Leader. Be aware of company sales, individual targets, KPIs and deliver to those targets. Support the sales model, workload and workflow management, collective ideas and suggested solutions.

Job Responsibilities:

- To manage accounts and turnover that has been assigned to them by the Sales Team Leader.
- Visiting new opportunities and current customers each week - proportionate to the customer spend and potential.
- Proactively seeking new business and sales opportunities whilst maintaining effective and professional relationships with existing key accounts.
- Focusing on all leads and new enquiries assigned to them responding in a timely manner; logging all qualified opportunities in the CRM system (Hubspot).
- Develop value added and custom solution-based projects in the accounts assigned and new hot leads assigned.
- To maintain and grow the sales profit for the accounts designated to them. Also required is to maintain the minimum profit level required by The West Group Ltd
- All planned visits to be loaded into Outlook calendar (shared) / breathe the week ahead and call reports entered into CRM system (Hubspot) by the end of the week.
- To analyse sales patterns and watch for up / down shifts in sales and / or products taken by the customers.
- To keep track of special prices and discounts for customers and maintain minimum level of margin for the company.
- Focus on managing customer risk to the lowest possible level at all times in collaboration with Technical, Operations, and Contracts.
- Proper liaison with Sales Director, Technical and Production departments to ensure proper implementation of projects and smooth transition into production. NRE costs to be gained from the customer where possible, if not then those costs to be included in the cost of the project.
- Update all necessary content in SAP regularly with particular focus on data that will aid marketing campaigns i.e. contact names, BP property flags correctly set, lead origin correctly identified and pay particular attention to the special handling and value-added flags, business risk scoring, designation properties
- Encourage visits by customers to The West Group
- Trade show / exhibition assistance when required.
- Nominate accounts to shed at the end of the Financial Year – working with the Sales Team Leader for approval.
- Work with the operations team to ensure that all contractual agreements are being honoured and that stock is being taken in a timely and agreed manner.
- To work with the Accounts Department of any concerns of financial strength indicators of the customer. Bad debt will need to be accounted for. This will be looked at during the commissions each quarter.
- To act as an ambassador for the company, promoting a positive image both internally and externally, demonstrating support of our strategic direction
- Timely submission of expenses for sign off by the Sales Team Leader.

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- Sensible holiday planning and detailed handover prior to commencing holiday, liaising with the Sales Team Leader to ensure minimum department staff levels are maintained.
- Liaise with the sales team leader for day-to-day support requirements.
- Manage assigned car in accordance with the law and direction from the transport administrator.
- Keep a clean desk environment in the interests of organisation and health safety.
- Ensure that you have adequate training to fulfil your role and request further training as necessary - Develop and maintain product portfolio and application knowledge.

Required Job Skills:

- Proven sales experience in a professional environment
- Solid business acumen and commercial knowledge
- Knowledge of customer risk and how to mitigate
- Effective presentation and interpersonal skills, to run successful meetings
- Strong planning and organizational skills
- Exceptional communicator with a customer focused attitude
- Positive attitude towards change and improvements
- knowledge of the medical industry preferred, but not essential
- Sales through providing solution for customers
- Full and clean driving license

You are required to adhere to the company standard terms and conditions of employment and to be aware of your duties as an employee of the company with regard to the quality management system, general standards, health and safety and confidentiality.

Your manager will set specific targets and performance against these targets will be reviewed with you quarterly.