

BUSINESS AREA MANAGER

Job title:

Business Area Manager

Function:

- The role of the BAM is simple. To ensure the BDM has the tools for success and to provide a frictionless Customer Experience through making sure that customers are set up correctly and expectations are exceeded frequently.

Lines of Communication:

- Upwards – Divisional Managing Director
- Laterally – Business Development Managers and Admin and Reporting Manager
- Downwards – Customer Experience Associates

Responsibilities:

- To – Business Development Managers and Divisional Managing Director

Hours of work:

- 40 hours per week and overtime as and when required in order to fulfil the role

Duties

Role Responsibilities

- This role is responsible for supporting the BDM by booking appointments, distributing and actioning actions that come as a result of the BDM meetings, manage projects with customers such as onboarding and setup, setting up Ctrl Cloud sites, overseeing rebrand projects etc. The role is also responsible for ensuring that all meetings that the BDM has are meaningful and have a purpose that leads to growing the account. Therefore this requires preparation and looking at ways we can break down new prospects as well as driving growth and profitability into existing accounts through using our analysing tools to identify opportunities. Sometimes this will not need BDM involvement, as you build trust with the clients you can action this yourself over the phone. You should see yourself as the overseer of your industry vertical meaning there isn't anything you don't know about as your involved in coordinating and are responsible for the overall customer experience. When someone comes to you to discuss one of your customers they rarely tell you something you don't know because you have a profound and passionate interest in them and 'you know it all'.

The Skills

- Excellent user of Excel and other IT software.
- An analytical trait to help identify the opportunities in our customer base.
- Excellent and professional telephone manner that breeds confidence.
- Very good articulation skills to ensure expectations are clear and complied to.
- Project management skills that allow for overseeing the smooth delivery of projects and general account management.

- Very clear commercial understanding. Clear understanding of profit drivers and burners.

The Personal Characteristics

- Passionate, positive and proactive. Somebody that breathes energy.
- Focussed and tenacious. A never give up attitude that is underpinned with positivity.
- Solutions driven mindset with core negotiation skills.
- Professional in department, demeanour and in communications.

ROLE PROFILE

Key responsibilities and approximate time split:

The key responsibilities for the role are included here and grouped under the following three headings to give a feel for the emphasis and percentage split of the job:

<ul style="list-style-type: none"> • Making appointments for BDM or relevant Field Specialist ensuring that all open opportunities are completely up to date. 	60%
<ul style="list-style-type: none"> • Chase down outstanding tasks that are with the other support teams or Customer Service team. 	25%
<ul style="list-style-type: none"> • Time spent working on the development of Towers internal projects. 	5%

Personal Attributes:

Business Focus

Business Development	Researches and obtains quality business for the organisation by building and maintaining useful working relationships.
Team Results	Sets clear and challenging objectives, inspiring and encouraging high performance in teams and individuals. Reviews progress achieved, publicly and privately recognising achievement.
Personal Results	Sets oneself clear and challenging objectives in line with the company goals and individual KPI's and strives to achieve results.

People Focus

Communication-Verbal/ Written	Conveys accurate information effectively, using appropriate methods to reflect the needs of the audience and ensure understanding.
Developing People	Demonstrates a genuine interest in coaching and developing others and themselves in order to improve performance.



Personal Focus

Personal Organisation	Efficient in one’s use of time and works in a well-structured way.
Self-Development	Takes responsibility for personal improvement, learning from experience and new situations.

Change Focus

Strategic Approach	Understands the long-term direction of Tower and works in conjunction with this.
Innovation	Thinks of and/or encourages new ideas, and is keen to experiment and see new ideas implemented

Analytical Focus

Information Gathering	Seeks the full range of relevant and accurate information in a methodical way.
Analysis and Judgement	Logically breaks down problems/situations into their essential parts and draws reasonable conclusions based on their analysis.

Quality Focus

Thoroughness	Is accurate, pays attention to detail and ensures tasks are completed on time.
Quality Conscious	Consistently works to a high standard and looks for ways to improve current working practises and processes.
Initiative	Takes appropriate action before being asked and actively finds solutions to problems.
Integrity	Shows support for Group Values – particularly demonstrating the highest levels of honesty and integrity.

Skills required to undertake the role:

- **Manpower** - Is efficient in the use of one’s time and can sort tasks accordingly so that the all customers receive a similar high level of service.
- **Methods** - Use common methods of implementation for new contracts and work with current clients to bring them into a more streamline ‘Towerised’ way of working.
- **Materials** - Ensure that all the correct materials are in place at the right time so that contracts working efficiently and effectively.
- **Money** - Ensure that all monetary decisions within your role are made with the good of the company in mind and are aimed towards making maximum profit.



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- Minutes – Organising and prioritising tasks: daily, weekly, monthly, periodically, as needed.
- Machinery - Ensure that you treat your workplace machinery with utmost respect and keep it in good working order at all times.

Last updated: August 2021

