

Business Development Manager

- Job title:** Business Development Manager
- Function:** The BDM role is an external facing position that involves face to face and virtual selling.
The role is required to work across all industry verticals and product lines.
The role will require nationwide travel as required.
- Lines of Communication:**
- Upwards – Divisional Managing Director – National Accounts
 - Laterally – Business Development Managers and Local Sales Reps
 - Downwards – Business Area Managers and Customer Experience Associates
- Hours of work:**
- 45 hours per week and overtime as and when required to fulfil the role
- Location:** Field based 4 out of 5 days.

Duties

Core Responsibilities

- Manage and grow existing customer relationships, establishing strategic partner approach to relationship
- Meet face to face with prospects and established customers on a regular / rotational basis, ensuring you are available to respond to requests
- Identify and seize business opportunities for the division across all industry verticals, demonstrating your passion for growth and innovation
- Work closely with the service department to ensure an excellent standard of after-sales service is provided
- Identify business development opportunities that will grow market share within particular vertical market
- Strategic account management to ensure smooth and profitable operation of their accounts
- Focus on profitable growth and successfully deliver change management where required to ensure full integration between Tower and the customer
- Ensure our customers receive exceptional care, understanding their needs and aligning our solutions to meet those needs effectively
- Generate high margin sales to new customers, making the most of every opportunity to enhance our market presence
- Regularly assess sales performance, adjusting strategies as needed to ensure continued growth and success
- Own and oversee the “total” relationship with customers – prospecting, conversion, sales and orders, promotions and customer service

- Support the development of the annual sales plan and budget, inputting into the process as required
- Cultivate strong relationships to drive sustainable growth and profitability across all sectors
- Utilise sales CRM systems and processes to effectively manage prospecting and customer base
- Track sales calls and visits, ensuring achievement of core performance indicators centred around profit performance, pipeline management and meaningful prospect interactions

The Skills

- B2B experience or B2C experience
- Commercial intelligence with demonstrable P&L understanding
- Able to demonstrate strong new business sales achievement
- Appetite to develop product knowledge
- Goal to achieve sustainable, profitable growth. Good ability to cost projects
- Good networker, aware of industry events and activities
- Comfortable selling and managing £1m plus customer accounts
- Good project management skills; able to manage conflicting priorities
- Customer onboarding experience
- Excellent presentation skills with a good understanding of technology
- Negotiation and persuasion skills to ensure win/win situations are achieved every time
- Proactive sales experience with evidence of self-generating leads

The Personal Characteristics

- Hungry, Humble and Smart
- Proactive mindset. Always seeking to be one step ahead and predicting customer's needs
- Obsessed with follow up and the detail, demonstrates a tenacious approach to customer acquisition
- Emotionally intelligent, able to build solid relationships at all levels
- Goal driven, thrives on successful outcomes and gives it their all
- Strong leadership skills, able to effectively manage self and others
- Energy and enthusiasm; takes a positive approach to work and life
- Self-starter and self-motivated; driven to achieve the best for Tower
- A positive, can-do attitude; skilled problem solver with creative approach
- Organised and calculated, ensuring that we start with the end in mind
- Keen to keep learning and developing; challenges self to achieve personal goals
- Visually smart and professional, has pride in appearance

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"> • Sales. • Customer service. • General management. 	<p>80%</p> <p>10%</p> <p>10%</p>
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Personal Attributes:

Business Focus

Business Awareness	To understand how Tower and all of its brands/solutions can differentiate the company to Customers.
Business Development	Be able to prioritise business development by evaluating criteria such as: money, authority, need (goal stated by customer), timeframe or size.
Team Results	Ensure that Sales support function understand your goal with specific customers so they can help to fulfil revenue targets.

People Focus

Communication– Verbal/ Written	<p>Conveys accurate information effectively, using appropriate methods to ensure speed of completing right first time.</p> <p>Be able to build rapport, present and overcome objectives with customers.</p>
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Personal Focus

Personal organisation	Be organised to achieve new business opportunities, replenish them when closed and to demonstrate working in an organised manner.
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Change Focus

Adaptability	<p>To be able to secure opportunities irrespective of industry, company size, territory or service/product offered by Tower.</p> <p>To identify the customer's pain and promote the gain with Tower.</p>
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Analytical Focus

Forward Planning	Anticipates the possible demands and outcomes of a particular task or situation – plans and prioritises appropriately. To proactive manage customers through account plans and agreed actions from meetings.
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Quality Focus

Initiative	Takes appropriate action before being asked and actively finds solutions to problems. Any queries escalated to the Divisional Managing Director should be presented with a proposed solution.
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The Skills required for this role:

■ Manpower	Provide the confidence to colleagues that tasks will be completed on time in full and right first time.
■ Methods	Follow structure and process to achieve goals. Use systems and experience to maximise efficiency.
■ Materials	To make the best use of leads provided, CRM, outstanding opportunities and feedback from Customer Service.
■ Money	Support the strategic KPI of new business and the Sales target.
■ Minutes	Accuracy, application of logic and prioritisation of tasks: daily, weekly monthly, periodically as directed.
■ Machinery	Work in accordance with Tower's policies whilst helping to shape and improvement them in anticipation of business development.

Last updated: August 2024