

Job Description

Job Title	Business Development Manager	Holidays	Up to 24 days / year + statutory
Department	Sales	Pension	5% contributory
Hours per week	40 hours- (a reasonable amount of overtime is expected)	Reports to	Managing Director
Duration	Full Time/Permanent	Hours of Work	0800 – 1700 Mon-Fri

Job Summary

- To achieve the sales targets set out in the area of responsibility
- To consistently drive forward and improve the sales performance and increase our market share
- To produce regular reports on sales and potential product sales
- Conduct regular market research and identify product development opportunities for new products and new markets
- Assist with the development and delivery of the organizations strategic marketing plan and the sales and marketing activities
- To support and promote our products and services to both existing and potential customers

Main Functions & Duties

- Management of a dedicated sales territory
- Appointment making / travel plans & arrangements
- Customer visits
- Maintain customer records and sales information systems
- Presentation and demonstration of products existing and potential customers
- Prospective customer/product sales planning
- Liaise with marketing, production, technical support and other relevant managers/colleagues to achieve objectives
- Monitor competitor activity – and deliver updated reports
- Monitor key markets and update the organization on trends, opportunities and threats
- Provide weekly updates to monitor the progress of projects
- Report generation and production of monthly forecasts
- Contributing towards sales promotional material

Critical Success Factors

Success in this role will be judged by the following key performance indicators

- Performance against sales targets
- Development of target accounts
- Consistent effective contributions to all the sales team's processes and activities, ensuring continuous improvements to the high-quality customer services provided to DSE customers
- Optimum use of working time through effective time management and communications

Working Conditions
The role is USA based. It is a requirement of this role that the job holder will be prepared to travel extensively on company business nationally and in some cases internationally. On occasion it will be necessary to work outside normal office hours and there will be a need to work a reasonable amount of additional hours

Job Holders Attributes
<p><i>Essential experience / skills and knowledge:</i></p> <ul style="list-style-type: none"> • Established experience in an electrical/electronic based sales role • Experience in the generator and mobile & off highway vehicle industry • Experience in a variety of sales techniques and tools • A proven track record of improving sales and branding within a company • Confident IT skills and MS Office literate • Excellent organizational and planning skills • Excellent communication skills • Ability to operate under own direction as well as part of a team • Ability to pick up technical product knowledge <p><i>Useful experience / skills and knowledge:</i></p> <ul style="list-style-type: none"> • Member of sales/electrical institutes/bodies • Second Language • Qualified to Degree level

Name of person compiling description	Di Maso
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