

JOB DESCRIPTION



Job Title: Business Development Manager	Location: Region Dependent
Department: Commercial	Contract: Permanent
Reports To: H/O Sales - Powergen	Direct Reports: None

1.0 Job Summary & Role

- To leverage value from all customers and prospects within a designated geographic region, exceeding the regional sales targets for all allocated product categories, taking market share at every opportunity
- To hunt out and convert high value business opportunities from both existing customers and prospects across all product categories
- To be the voice of the customer within the Company and the face of the company within customer
- To successfully create and accurately manage the sales pipeline process, leading to conversion of opportunities across all product categories
- Manage the sales performance of any distributors performance for those appointed in your region
- To accurately maintain customer data in the CRM system (when applicable)
- To produce monthly commercially astute reports as required
- To complete weekly call analysis documentation
- To promote our products and services to both existing and potential customers
- To be the DSE 'eyes and ears' in the market place, keeping abreast of markets trends and the competition proposition

2.0 Key Responsibilities & Main Duties

- Management of a dedicated sales territory
- Delivery of sales targets and other KPI's on an annual basis
- Customer visits/phone based calls
- Maintain customer data in the CRM system
- Presentation and demonstration of products to 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, feeding back to the management on a regular basis
- Monitor key markets and update the organisation on trends, opportunities and threats

- Report generation and production of monthly forecasts
- Contributing towards sales promotional material
- Exhibition attendance



3.0 Internal & External Relationships

External relationships will be predominantly with the assigned customer group and the contacts therein.

The predominant internal relationships will need to be forged with the commercial management team, peers within the BDM role, Internal sales function, Technical support (in the relevant geography that provides this service to the region), Product marketing and Warranty.

4.0 Key Performance Indicators

- Achievement of the sales targets for the region – GENSET
- Achievement of the sales targets for the region – POWER
- Achievement of the sales targets for the region – ATS
- Achievement of the sales targets for the region – CONTROL
- Minimum 3 quotes generated per week, with one order conversion minimum
- Call rates, minimum 5 customer telephone contacts per day (office based)
- Minimum 2 face to face customer visits per working day (field based)

5.0 Essential/Desirable Factors

Knowledge	
<p>Essential: Some knowledge of the standby Power management industry, major players and channels to market</p>	<p>Desirable: Detailed knowledge of the standby Power management industry, major players and channels to market. Understanding of GENSET controllers and their applications Understanding of hybrid power applications Understanding of IOT solutions and connected devices within power management applications</p>
Skills & Attributes	
<p>Essential: Hunter mentality. Commercially focused Proven selling and negotiation skills. Gains commitment through relationship building. Results orientated. Strong influencing skills. Excellent communication skills Planned/time managed and well organised Team player. Excellent presentations skills. Self-starter. Financially aware (sales and margin). MS office savvy Full driving licence.</p>	<p>Desirable: Analytical thinker. Change agile</p>



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Experience	
<p>Essential: Selling role within a technically orientated company/product range, preferably within the power management industry. Managed a portfolio of customers across multiple geographies. Proven experience of successful demand generation. Experience of prospecting for new business both face to face and via phone/Teams High percentage of customer meetings.</p>	<p>Desirable: Experience of selling within the power generation industry for an OEM, Genset manufacturer, genset leasing company or panel builder. Managed a customer/prospects base within a CRM environment</p>
Qualifications	
<p>Essential: Min 5 GCSE, including Maths & English (or equivalent)</p>	<p>Desirable: Degree in electrical / electronic engineering (or equivalent) HNC (or equivalent) in electrical/electronic engineering</p>

Created by	Dated Created
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