

Job Description

Job Title	Business Development Manager	Holidays	25 days / year + statutory
Department	Sales	Pension	5% contributory
Hours per week	38 hours - [a reasonable amount of overtime is expected]	Reports to	Sales & Marketing Director
Duration	Full Time/Permanent	Hours of Work	0830 – 1700 Mon –Thu 0830 – 1500 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 organisations 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 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 – and deliver updated reports
- Monitor key markets and update the organisation 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 teams 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 based at our offices in Hunmanby, North Yorkshire. It is a requirement of this role that the job holder will be prepared to travel extensively on company business nationally and 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***Essential experience / skills and knowledge:***

- Established experience in an electrical/electronics based sales role
- 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 organisational 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

Useful experience / skills and knowledge:

- Experience in generator industry preferred.
- Member of sales/electrical institutes/bodies
- Second Language
- Qualified to Degree level

Name of person compiling description	
Date of description	2018