

Job Title: Business Development Manager

Reporting To: UK Sales Manager

Direct Reports: None

Overall Objective: To manage effectively and profitably Business Accounts assigned to you and successfully develop new business across all the market sectors within your defined territory. By meeting these objectives your Business Accounts and defined sales territory will make a strong contribution to the profitability and success of the company.

1. KEY AREAS OF RESPONSIBILITY

- 1.1 Managing a portfolio of existing Business Account customers, where you will assume responsibility for the development, profitability and service of these accounts. You will also proactively develop new business where the opportunities arise on the designated territory.
- 1.2 Regular liaison with internal sales and customer service staff to ensure that all aspects of handling Business Account customers are covered in order to sustain the company's policy of continuous improvement.
- 1.3 Maintaining and improving margins on project work.

2. ADMINISTRATION

2.1 To develop and maintain an effective journey cycle.

- i) Ensure that a journey plan exists, which is geographically sensible and gives adequate coverage of Business Accounts and the opportunity for development of prospect accounts.
- ii) The journey plan should be adhered to and reviewed as and when necessary.

2.2 To effectively plan and prepare for sales calls

- i) By building business account plans to grow the business.
- ii) Review past sales of business account customers prior to each call and the development of the same.
- iii) Ensure the analysis is acted on to formulate clear objectives prior to each call.
- iv) Ensure all relevant sales aids and literature is taken into each call.

2.3 To write up accurate visit reports on the Contact Log of the company's business system promptly

- i) All reports are written up within 24 hours of sales calls.
- ii) Ensure that all relevant information is recorded. (This refers to enquiries)

2.4 All agreed action points are followed up promptly

- i) Action points should be summarised and agreed with the customer prior to leaving the call.
- ii) Where necessary, visit reports should be copied to relevant internal and external personnel.
- iii) Action points to be followed up within the agreed timescale.

3. ACCOUNT MANAGEMENT

3.1 To be perceived by the customer as the prime contact for all sales and service issues

- i) Your aim is to get the customer to be thinking of contacting Slingsby first for their requirements rather than a competitor by developing the business relationship and setting clear objectives which can be delivered.

3.2 Identifying and targeting Prospect accounts in pursuit of new business:

- i) Identifying market sectors and individual accounts offering growth potential.
- ii) Ensure that strong relations are built with prospect accounts.
- iii) Motivate long-term customer commitment.

3.3 Fully understand and utilise all of the services offered by H C Slingsby plc to grow your territory business profitability:

- i) Make sure each of our services are understood and presented in the field. For example (maintenance/additional service; training on product).
- ii) Each of the services must be sold in line with other territories.
- iii) Ensure that customer service issues are satisfactorily resolved.

3.4 Ensure close liaison with credit control:

- i) Provide correct information to enable credit control to evaluate credit worthiness of client (if possible this should be done prior to order being taken).

4. SALES CALLS

4.1 Making effective calls by ensuring that:

- i) Presentations are well prepared and professionally presented.
- ii) Questions are used to determine customers' needs.
- iii) Buying signals are spotted and capitalised on.
- iv) Objections are overcome in a positive and respectful manner.
- v) Sufficient notes are taken to ensure comprehensive follow up.
- vi) Call objectives are achieved.
- vii) Good time management is observed throughout the call.

5. REPORTING

- i) Daily reporting to the UK Sales Manager as you will be directly responsible to her. (Via email or regular phone contact).
- ii) On days when you are working at home, ensure all activity is recorded on contact log.

6. OTHER RESPONSIBILITIES AND TASKS

- i) Comply with Company rules, regulations and working practices at all times.
- ii) Present a good image of the Company to people outside.
- iii) Carry out any other additional duties that might be required in the company's interest.
- iv) This list of responsibilities is not exhaustive and as the role evolves additional requirements are likely to be added.