

NARROW AISLE JOB DESCRIPTION

JOB TITLE	Business Development Manager		
JOB CODE	FLEXI-SALES-BDM	CONTRACT TYPE	Full Time
REPORTS TO	Group Sales & Marketing Director	HOURS	37.5hrs (Mon-Fri)
LOCATION	Remote	TRAVEL REQUIRED	Yes

JOB ROLE

To generate sufficient leads and enquiries for company products to provide the agreed budget number of proposals and profitable truck unit orders on a monthly, quarterly, and annual basis. Develop working relations with distributor personnel, end user contracts, industry specifiers and others to ensure a sustainable level of new and existing business in your region and key accounts.

The position will require the BDM to make direct contact and influence potential end users of the company's products, e.g.: distributors of material handling equipment (MHE), specifiers of MHE systems, and other stakeholders in the warehousing truck sector. The duties will require the use of an appropriate company vehicle, home office facility, company email and mobile phone connectivity via Protean system.

DUTIES & KEY RESPONSIBILITIES

The post holder will be responsible for the development of profitable sales opportunities and achievement of agreed unit sales volumes within a designated regional area and allocated customer accounts.

Main Duties:

- Ensure the generation of sales leads from all potential customer contacts.
- Maintenance pipeline of qualified sales and enquiries to provide target volumes.
- Quotations and proposals to provide on a budget three month rolling forecast.
- Forecasted order volumes to provide a minimum of 22 truck units sales per quarter.
- Carry out detailed customer site surveys to ensure quality and accuracy of product supply.
- Prepare detailed proposals and quotations for distributors and end users.
- Prepare material handling evaluations, layout drawings (CAD) and proposals for end user customers and the authorised distributors to support new project.
- Promote customer reference site visits with new prospects to establish interest and confidence in the company's products.
- Organise appropriate product demonstrations and trials with proven potential end users taking care to prequalify the scope and objectives.
- Attending on request training exhibitions, seminars, conferences, and other warehouse industry business networking events in the UK and on occasion overseas
- Consistently develop and contact new potential end customers using market intelligence, direct contact, mailing letters/introductions and competitor customer contacts
- Present oneself in a smart business-like manner, wearing appropriate business attire in a timely manner for prearranged meetings and discussions

- Prepare good quality product literature and presentations for business meetings with existing and potential distributor and end customer contacts
- The use of company quotation, database marketing and customer service systems to produce accurately costed proposals and recording of customer contact and agreed action points
- Preparation of progress reports and detailed order forecasts on request
- Attending sales forecast and budgeting meetings and review meetings as required
- To undertake any other duty that is consistent with this post.

PREFERRED SKILLS

The following attributes are considered essential to this post:

- Tenacity and drive to seek new business and meet or exceed targets.
- An excellent telephone manner for making initial contact and for ongoing communication with customers and business associates.
- Interpersonal skills for building and developing relationships with clients and colleagues at all levels.
- Excellent written and verbal communication skills - needed for communicating with a range of people, both internally and externally, as well as presentation skills
- IT skills, including Microsoft Office, Excel and PowerPoint and basic Protean knowledge.
- Working as part of a team and adopting a collaborative approach to work.
- Excellent decision-making skills and the ability to think strategically.
- The ability to multitask and prioritise your workload.
- project management and organisational skills.
- the ability to motivate yourself and set your own goals.
- The ability to propose, negotiate and close sales business deals/contracts.
- Good ability to analyse sales figures and write reports.
- Flexible approach to work with the ability to adapt to a fast-paced, ever-changing environment.
- Initiative and the confidence to start things from scratch.
- The ability to speak a foreign language is an asset but not a requirement.

QUALIFICATIONS & EDUCATIONAL REQUIREMENTS

The post-holder will participate in any training offered and take personal responsibility for developing their knowledge, techniques, and skills.

ADDITIONAL INFORMATION

A valid UK driving licence and be capable of making business trips by car to attend pre-arranged meetings with business contacts across the UK. Some overseas travel may be required from time to time.

Will have proven work experience in a similar position in a similar environment.

This role profile is not exhaustive; it will be subject to periodic review and may be amended to meet the changing needs of the business. The postholder will be expected to participate in this process and we would aim to reach agreement on the changes.