

## BUSINESS DEVELOPMENT MANAGER

- Job title:** Business Development Manager
- Function:** To retain and develop existing business and onboard new clients through proactive account management, in-turn hitting monthly and yearly targets to contribute to the Companies growth
- Lines of Communication:**
- Upwards – Sales Director, Partners or their EAs
  - Laterally – Business Development Managers and Account Managers
  - Downwards – Business Development Coordinators and Customer Experience Associates within your division
- Responsibilities:**
- To – Sales Director or Partners
- Hours of work:**
- 45 hours per week and overtime as and when required in order to fulfil the role.

### **Duties Include:**

#### Accounts -

- To be the primary representative to present Tower's products, services and systems to win, retain and develop business with new customers in your allocated accounts.
- To proactively account manage existing customer's so they are loyal to Tower.
- Support the Contract Manager and SMEs on tender, bid or proposals as required by your customers.
- Must stick to a 60-minute feedback rule, whereby after an appointment you update team (BDC unless unavailable) who must send an email to the customer summarising the meeting and any actions within 1 hour.

#### Sales General -

- To grow Sales measured by:
  - GP £ growth.
  - New customers placing orders or increasing the value of orders from new customers.
  - Meaningful sales interactions.
- Responsible for administration such as:
  - Call Plan – 4 and 52 week
  - Customer Account Plans
  - Sales Pipeline
  - 1-2-1 review and written updates

- Leakage Report

- Attend the fortnightly Sales Meeting and provide a weekly Reps Report consisting of:
  - Three highlights
  - Five new sales qualified customer leads
  - Update on the monthly pledge
  - Measurable progress with Target/Prospect customers.
- Proactively update yourself with technical and product knowledge.

### Leads -

- Provide well thought out and researched opportunities to Business Development Coordinator (BDC) or Research Analyst (RA) for qualification.
- The agreed number of qualified leads must be submitted each week, these must be well thought out and contain a good level of information (must include contact name, job title, 1 form of contact details and opportunity value)

### BDM and BDC/Customer Experience Team -

- BDM is to respond to appointments in a timely manner and follow-up as agreed with BDC until opportunity is won or lost.
- BDMs and BDCs must stick to a 60-minute feedback rule, whereby after an appointment the BDC must send an email to the customer summarising the meeting and any actions within 1 hour. It is the BDMs responsibility to ensure they provide thorough meeting notes to the BDC in a reasonable time frame, allowing them to stick to the rule.
- Any tasks passed on to the BDC must contain an adequate amount of background information, allowing them to complete the task to the best of their ability.
- BDM is to ensure that their BDC and Customer Experience team are made aware of any regulation changes, new products or services where applicable.

### Achieve KPIs including but not limited to -

- 20% GP growth.
- Achieve revenue target
- Control leakage

### Other –

- Assist combined Sales and Customer Experience colleagues on any projects that have a companywide effect.
- All processes for new and amendments to consignment, RFID, new account set up, samples, logos etc must be followed and all supporting paper work completed.
- Communicate effectively with your team, ensuring they are up to date on all accounts, current sales figures and how you plan to hit your joint monthly and annual targets.
- Attend supplier presentations where requested to improve knowledge of the products or services Tower provides.



## Job Description

- Any other reasonable tasks requested by the Sales Director, the Sales Director Support or Partners.