

JOB DESCRIPTION

Position: Business Development Manager – LPA Channel Electric

Date: 4th November 2020

Reports To: Sales Director

Staff Reporting to this Position: None

Job Purpose:

To obtain Specification and Orders for Group Products & Services from Nominated Customers.

Key Tasks/Responsibilities & Standards of Performance:

Key Tasks/Responsibilities	Standards of Performance are attained when:
1. Maintain and develop existing customer base and identified potential customers.	a. A customer/territory plan has been developed and it is seen to being worked. b. Appropriate objectives and the plan for achieving them are determined before each call. c. Major customers are identified and a plan for extending sales to other divisions and introduction of new products developed. d. “New customers” programme developed by use of referrals and use of directories and exhibition visits. e. The Field Sales Engineer develops and maintains sound relationships with contacts. f. Enquiries/quotes are followed up and engagement ratios monitored. g. Allocated sales leads are followed up and actioned. h. The Business Development Manager can identify / prioritise those leads which are worth pursuing. i. The Business Development Manager manages the customer base to ensure maximum turnover for minimum costs. j. Sales enquiries are responded to within 48 hours.

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<p>2. Achieve orders entered objective in required product mix.</p>	<p>a. Order budgets are achieved or exceeded in total. b. Order budgets are achieved or exceeded by product.</p>
<p>3. Forecasting orders on monthly and annual basis.</p>	<p>a. Realistic forecasts of order intake for customer base are submitted monthly by due date. b. Annual forecasts for budgeting purposes are submitted by due date. c. CRM is the default for rolling forecasts – it is paramount that all projections are continuously reviewed, and data is “live”.</p>
<p>4. Planning activities to attain objectives.</p>	<p>a. Detailed planning to ensure efficient running of the customer base and effective use of selling time is done. b. An agreed territory/customer plan has been developed and adhered to. c. Customers have been identified by potential and a clear plan of prioritisation communicated. d. New customer development plan has been prepared after market research. e. Consideration is given with respect to geographical location.</p>
<p>5. Gain excellent knowledge of all products sold by LPA Group</p>	<p>a. The Business Development Manager maintains a level of knowledge on existing products and acquires knowledge of new products. b. Familiarity with contents of LPA Channel Electric catalogues has been achieved. c. Product training sessions at sales meetings and at principals have been attended.</p>
<p>6. Undertake reporting and administration as required.</p>	<p>a. A weekly journey/sales report is prepared to arrive in the office by 1700 Thursday for review with the Sales Director every Friday (team conference call). b. Concise visit reports are produced showing essential details and expected actions. c. Expense sheets are submitted monthly within 7 days of month end and Visa receipts returned within the working week after receipt of Visa summary.</p>

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<p>7. Promote a positive LPA Channel Electric image.</p>	<p>a. An appropriate business-like appearance is always maintained, personal appearance being paramount. b. Car and equipment are always maintained in a clean and tidy condition. c. A good stock of catalogues is maintained in pristine condition in the car. d. Samples are carried and maintained in a good condition.</p>
<p>8. Cross Training</p>	<p>To provide back up for functions in the absence of personnel.</p>
<p>9. Self-Development</p>	<p>To develop the post holder's ability as a professional Business Development Manager through formal training and more informal learning. To respond positively to the Field Management Visit programme and Sales Meetings. To ensure that the postholder's professional knowledge is up to date. To take advice as and when appropriate.</p>
<p>10. Service Support To maintain and develop working relationships</p>	<p>Responding to the needs and feelings of customers, suppliers, colleagues and other group members alike. Presenting a positive professional image to all outside agencies and personnel. Identifying problems and helping to generate solutions.</p>
<p>11. To initiate and evaluate changes to improve services to everyone within and outside the company</p>	<p>Obtaining and interpreting feedback from all external agencies to all concerned. Contributing to the evaluation of changes made to services and systems within the company.</p>
<p>12. To be reliable for all concerned</p>	<p>Adhering to company procedures. Meeting all agreed deadlines. Anticipating problems and providing answers. Minimising absence from work. Exemplary Punctuality.</p>
<p>13. Team Working To contribute to the improvement of performance</p>	<p>Contributing to improving the performance of self and colleagues. Developing self to enhance performance.</p>
<p>14. To contribute to the identification of personnel requirements</p>	<p>Developing and displaying skills.</p>
<p>15. To create, maintain and enhance working relationships</p>	<p>Making efforts to establish and maintain productive working relationships. Offering support to all fellow colleagues. Having a positive attitude. Raising and discussing directly with people matters of concern over quality of work.</p>

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Decision Making:

The Business Development Manager must decide: -

How they manage their area and all appropriate engineers within the specification.

Align and prioritise their individual contact plan with the KPI's and strategy set by the Sales Director

Skills, knowledge and academic qualification requirements:

- A good communicator.
- Ideally from an electrical based background with formal electrical qualifications (e.g. NVQ, JIB, City and Guilds or equivalent).
- Experience in the rail industry and specific market related knowledge an advantage
- Ability to map out and track major rail programmes (ROSCO & TOC involvement) and identification of key stake holders / secure design-in positions
- Ability to engage and maintain high level relationships with both engineering and commercial fraternities
- Drive and continually challenge the business to react and ultimately deliver against the strategic plan for growth
- Experience in selling niche interconnect and high-level assemblies within the rail sector
- Proficient in MS Office and experience of using a CRM
- Have a valid driving licence.