



## Business Development Manager

The Business Development Manager (BDM) is a key role within the group and is vital to our growth strategy. The BDM will report to the Sales Manager and will contribute to Group strategic growth through the creation of long term, trusting relationships with new national customers, targeting new accounts to service contracts for fire alarm and fire extinguishers. The BDM is responsible for managing their pipeline within their assigned region, maximising all opportunities for service sales within the private and public sectors. Through maximising all networking opportunities, you will increase brand awareness and promote the high calibre of products and services we provide to our clients. You will be targeted on securing new recurring revenue from cradle to grave, sourcing, negotiating, converting and mobilising contracts. All aspects of administration to support smooth operations must be demonstrated and all behaviours in support of our values must be evident throughout your employment.

### Person Specification

- Deep understanding of the relevant British Standards relating to fire and life protection systems
- Able to demonstrate a commercial and operational approach to the running of sales pipeline
- Confident and self-aware with the ability to communicate professionally
- Able to influence positively to gain effective outcomes
- Able to maintain performance in stressful and challenging circumstances
- Able to build and maintain long-term professional relationships both internally and externally
- Able to identify solutions to suit internal and external customers
- Produce high quality work ensuring recording and use of systems is accurate and BI is analysed and acted upon
- Effective organisation to ensure priorities, goals and deadlines are achieved.

### Competencies

<b>Communication</b>	Someone with confidence, self-awareness and the ability to make a positive impression on others. Someone who demonstrates professional credibility by communicating verbally and in writing to be clearly understood and make an impact. Someone who is energetic, committed and determined to deliver results. Someone who is dependable, reliable and accountable for their own behaviour and has a willingness to learn, expand their own skill set and pursue their career with WF.
<b>Relationships</b>	Maintain personal performance and confidence in difficult, stressful, ambiguous and challenging circumstances. Recognise and act on signals of stress and responds appropriately when working under conditions of continuous pressure. Deals with situations in infancy to avoid future complications Recognising individuality and encouraging empathy, mindfulness and respect.
<b>Teamwork</b>	The ability to build and sustain long-term professional relationships based trust, respect and understanding. Someone who works co-operatively and with flexibility with others as part of a team (as opposed to working competitively or separately). It includes respect for other individuals by listening to and recognising the validity of others opinions, feelings and motivations.
<b>Performance</b>	Ensure all Company systems are supported and entry is accurate Support all colleagues with accurate and timely responses Produce high quality written work ensuring all recording activity and administration is accurate and effective organization is employed to ensure priorities, goals and deadlines are met

The purpose of this role profile is to focus attention on the most important aspects of this role. It is not intended to be a complete list of every duty and it is, therefore, to be expected that the day-to-day performance of the job will frequently include tasks not listed above. The list of duties for which the job holder is responsible may be varied or added to. Any such alterations, if intended to be permanent, will be notified in writing.



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<b>Commitment</b>	Work towards a safe and happy work environment for each other, and take responsibility for your actions, performance and development. Someone who ensures all anomalies and issues are addressed promptly, professionally to ensure employees and environment are not exposed to unnecessary risk. The ability and willingness to produce high quality work by seeking out and providing relevant information, attention to detail, insisting on clarity of information and maintaining the system correctly.
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### Role Responsibilities

- Developing and secure new business via self-made appointments across key business sectors, source new opportunities through personal research and existing relationships
- Maintain a keen desire to continually focus on new business opportunities attaining the activity standards required on a daily, weekly, monthly, quarterly and annual basis
- Improve market share, new and existing customer knowledge to ensure the group grows strategically within your area conducting market research to develop knowledge of the market
- Taking part in networking opportunities, some of which may be out of hours to broaden your contact database
- Ensure you are thorough in your industry and customer research to provide potential customers with a positive and knowledgeable first meeting experience
- Deliver service proposals which are acceptable both commercially and operationally, all in a timely manner to meet customer requirements
- Negotiate contracts and close agreements which attain the required revenue, gross margin and / or number of units
- Organise mobilisation of contracts with the client and internal stakeholders
- Organise clean hand over to the operations team and other departments involved with the delivery of the contract
- Clearly communicate the progress of monthly/quarterly initiatives to internal stakeholders through forecasting and tracking of opportunities and pipeline using the CRM system
- Ensure your use of systems is compliant to accurately reflect your area, customers and pipeline status.
- Ensure all internal networking opportunities are maximised to take full advantage of leads and cross selling opportunities
- Liaising with operational colleagues in order to gain awareness of issues or opportunities and to request support for delivering sales propositions

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