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| **Job title** | *Business Development Manager* |
| **Reports to** | *Director of Sales* |

**Job purpose**

* Win multiple new business opportunities collectively within the Wightman & Parrish geographical area (SE) and predominantly within the Healthcare & Education sector
* Act as key interface between the client and relevant Wightman & Parrish departments
* Successful handover of accounts across to Key Account Manager or Client Account Manager post-mobilisation. This will take approximately 3 to 6 months subject to account complexity

**Duties and responsibilities**

* Maintain a constant pipeline of new business opportunities
* Self-generate and manage prospect appointments
* Identify and target the largest prospect accounts in the Region
* Call on target accounts and gather key information to help objectives
* Work with key manufacturers to generate new business leads
* Collaborate with marketing to develop campaigns to ensure business growth
* Look after and grow new accounts won until hand over to Account Manager
* Work in partnership with client managers, internal sales and client service team to establish new business opportunities and throughout the handover process
* Keep client and prospect records fully up to date using our CRM system

**Qualifications**

* Knowledge of healthcare and education sector is important but not essential
* Knowledge of cleaning, hygiene, healthcare & medical products is important but not essential
* Good educational background to ‘A’ level standard
* Good IT Skills in Word, Excel, PowerPoint and some experience of CRM systems
* Confident presenter and negotiator
* Used to dealing with buyers at all levels
* Good relationship builder
* Ability to search out and win new business opportunities
* Self-motivated, able to work on own initiative
* Hardworking, honest, reliable, with proven track record in achieving targets
* Must show a proactive approach and be tenacious
* Minimum three years field sales experience in similar role

**Working conditions**

* Ideally live within W&P business territory – SE region
* Requires calling on Care Homes, Schools, Hospices, Hospital environments & larger Education establishments such as Universities and Colleges

**Physical requirements**

* Involves demonstration of healthcare and floor care equipment
* The company may require you to work outside normal working hours such as attending breakfast or evening networking events

**Key Success Measures**

* Focus on winning and securing larger new business wins in excess of £50k per annum
* Win multiple new business opportunities worth minimum of £15k per annum in revenue
* Work in conjunction with Account Managers and wider team to work on joint opportunities
* Develop targeted campaigns with marketing support directed at top 100 prospects
* Win and secure minimum of £350k of new business per annum at agreed margins
* Produce and maintain active pipeline identifying business potential revenue and close date for each target
* Accurate completion of account management records on CRM system – Sales-i
* Minimum of two to four new client meetings per day dependent on restrictions

**Direct reports**

* None

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| **Approved by:** | *Director of Sales* |
| **Date approved:** | *21st January 2021* |
| **Reviewed:** | *25th January 2021* |