

**DEPARTMENT:**

Sales Team

JOB TITLE:

Business Development Manager

JOB PURPOSE:

The goal of the Business Development Manager is to drive sustainable financial growth through boosting sales, forging strong relationships with clients and managing the activities and training of the Business Development Team.

To be successful in this role you will have demonstrable new business acquisition skills regularly exceeding targets through prospecting and high levels of activity, with a clear record of growing existing clients successfully. A thorough knowledge of the sales process, territory management and planning is required along with a clear ability to build strong internal networks to support existing customer growth and new client acquisition.

You should develop relationships with JSP targeted customers in order to identify new sales opportunities and recommend products to meet these requirements. Increase customer base by qualifying new customers and potential for development in line with business objectives.

RESPONSIBILITIES:

- Learn and understand the JSP product range in order to promote new products, up-sell and cross-sell
- Maximise all sales opportunities from customer contacts both existing and new
- Negotiate pricing in line with the company's profitability expectations
- Monitor the market and competitors, identify and develop the company's unique selling propositions and differentiators
- Identify opportunities for campaigns, services, distribution channels that will lead to increased sales
- Work closely with the Marketing team to develop campaigns and proposals that meet the client's needs, concerns and objectives
- Attend industry functions (seminars, events, conferences) providing feedback on market and creative trends
- Communicate with mid/senior level management on business trends, with a view to developing new services, products and distribution channels
- Organise and attend meetings with Clients, Specialists, Account Managers when necessary
- Ensure the strategy of the Business Development team is in-line with the overall company strategy
- Forecast sales targets and ensure they are met by the Business Development team
- Submit Board reports when requested and weekly progress reports with accurate and detailed performance data
- Effectively use the company CRM system



- Give remarkable service managing customer expectations by liaising with other departments / service providers to deliver on promises
- Develop effective working relationships with team members, manage the teams daily activities, provide business development training and mentoring and ensure the team promote JSP at all times
- Develop good working relationships with internal departments
- Suggest improvements in processes and procedures to ensure continuous improvements and efficiencies
- Administrative tasks as required

SKILLS & COMPETENCIES:

- Effective leadership skills
- A thorough knowledge of the sales process
- A clear ability to build strong internal networks to support existing customer growth and new client acquisition
- Be able to communicate and influence people at all levels
- Deal with customer telephone enquiries regarding products, pricing, general enquiries, etc
- Adopts a methodical approach to work, be able to handle pressure and meet deadlines
- Be able to communicate clearly, both written and in speech
- Work accurately and with an eye for detail
- Be able to use the company's automated information / CRM systems to analyse the customer's situation and offer and drive appropriate solutions
- Able to effectively use a full range of communication tools and techniques, building and using presentations and media effectively
- Seeks out better ways of doing things - recommends improvements in team operations
- Be flexible and a real team player with a pleasant and friendly style
- Be an outstanding role model for junior team members, taking the time to guide and mentor
- Be a support for work colleagues within the department and general business (Making visits, taking phone calls and other administrative tasks when required)
- Always promoting JSP as a company at all times both with distributors and end users

LINE MANAGER:

Commercial and Global Marketing Director