



Regional Business Development Manager

June 2024
Vs 2

Job Title:	Regional Business Development Manager	Job Category:	MANAGER
Department:	UK Sales	Reports to:	Regional Sales Manager
Location:	UK – various locations	Direct reports:	N/A

Responsibility for managing, maintaining and building long term relationships with existing customers as well as developing business with prospective customers.

Key Responsibilities

The Business Development Manager is responsible for working closely with customers to understand their needs, create opportunities to sell products and to offer new products to existing customers.

Key Relationships

Must maintain close relationships with customers & BATT internal & external teams in the UK and across the business.

Person Requirements

1. Business Development:

Researching new markets and opportunities, market strategies and pricing plans
Initiating new partnerships and possible business opportunities
Preparing and delivering product presentations to prospective customers
Collaborating with internal sales and marketing teams to identify more effective marketing strategies
Contribute to a positive and motivating work environment that encourages teamwork, collaboration, and high performance.

2. Sales Performance:

Act as a subject matter expert on the company's products, processes and operations
Keep informed and up to date on market trends and industry news
Regularly review sales reports, forecasts, and key performance indicators (KPIs) to assess progress towards targets.
Identify opportunities to optimise sales performance and achieve/exceed targets.
Share insights from customers or relevant industry knowledge with colleagues internally, ensuring any opportunities are identified

3. Sales Planning:

Develop and implement effective sales action plans to drive revenue growth within the region. Collaborate with the Regional Sales Manager to align sales objectives with overall company goals and market trends.

Stay updated with industry trends, customer needs, and market dynamics to capitalise on emerging opportunities.

Plan and schedule regular customer meetings with customers within the Area

4. Relationship Management:

Develop and maintain strong relationships with customers, enhance the sales and customer experience within the region.

Provide exceptional customer service, ensuring sales targets are achieved.

Build and maintain a strong relationship with the branch sales team.

5. Reporting and Analysis:

Prepare regular sales reports, forecasts, and performance analysis for the Regional Sales Manager.

Provide insights and recommendations based on sales data to drive strategic decision making.

Create and maintain an individual pipeline ensuring following up and reporting success monthly

Maintaining CRM system with reported activity and results

Demonstrate expertise

- The role holder should have experience as a Sales Manager or Business Development Manager
- The role holder should have good knowledge of modern sales management techniques and best practices
- Is able to create customer relationships through a combination of personality and professionalism.
- A knowledge and experience of the electrical distribution industry/building/construction industry is preferred.
- Is able to lead by example and focus on reaching sales targets
- Experience of using a CRM system

Person Specification

Experience & Skills (minimum needs to be able to undertake the role):

- At least 5 years' experience at sales management level
- Previous experience of developing sales within a region
- Skills in market research and strategic planning
- Working knowledge of CRM systems
- Experience of developing sales targets and meeting business goals
- Skilled in the use of Excel, Word and Powerpoint
- Fluent in English
- Experience of creating and presenting a sales report and sales forecast
- Understanding of P&L statements

Personal Characteristics (measurable that are required to be successful in the role):

- Excellent standard of verbal and written communication
- Friendly and team orientated
- Self-confidence with the personal drive to achieve goals and meet deadlines
- Ability to prepare and present meaningful information with conviction and authority
- Demonstrates accountability and ownership
- Maintains confidentiality and inspires trust and confidence
- Encouraging and supportive of the team around them
- Proactive, demonstrating initiative and problem-solving abilities
- Strong influencing and negotiation skills

Signed On Behalf of Batt Cables

Date