

## **Roles and Responsibilities: Business Development Manager**

### **Reports to: Head of New Business Development**

#### **Job Summary**

- 75% of activity - Engagement with New Business opportunities
- 25% of activity – Management of Existing Business opportunities

To deliver sales revenue to an agreed annual sales target, through management of existing New Business . To assist with the identification of New Business opportunities, advise on best fit solutions, proposal creation and closing. To maintain a sustainable strategic account approach across agreed segments of the EV sector To establish new business relationships To complete any associated sales proposals and tenders, aligned with the Bid Management team as appropriate. To proactively develop new opportunities To use SalesForce CRM system to accurately build, report and track forecast pipeline to target To build collaborative teamworking relationships with New Business Development, Bid Management and Operational/Delivery teams.

#### **Accountabilities**

- Develop a strategy within the existing key customer base to target and achieve a sustainable sales pipeline.
- Develop a strategy with new Businesses to create partnerships, align objectives and achieve a sustainable sales pipeline.
- Tender and proposal response, aligned with the Bid Management team as appropriate
- Develop best fit solutions aligned with New Business New Business opportunities, with support of Product, Technical and Delivery teams
- Ensure capturing of opportunities onto Sales Force and forecasting systems
- Activity generate a healthy sales pipeline, prepare proposals and close opportunities.
- Follow established sales processes for opportunity review, bid/proposal development and approval and project handover

#### **Knowledge/Skills/Abilities**

- Self motivated, target focussed sales approach
- Consultative solution sales skill, strong customer objective handling and solution alignment (with co-operation of Product, Technical and Operational teams)
- Strong relationship management, personal influencing & communication skills (both internal and external relationships at all organisational levels)
- Well organised and structured New Business management approach, able to build detailed account business knowledge
- Able to work under pressure and make important decisions and abide by them
- Ability to generate and deliver a presentation in line with your target audience and associated agenda
- Ensure that all activities are conducted within our Health and safety and Environmental policies
- Ability to meet company standards as set forth in the Employee Handbook
- Skills or experience with personal computers, including
  - Sales Force CRM, email, personal scheduling, word processing and electronic spreadsheet skills
- Continued training with SWARCO Smart Charging products and business services
- Attention to detail with strong administration and co-ordination skills

#### **Organisational Relationship**

- This position requires a close working relationship with the Sales Director, Head of New Business Management, Technical Manager, Operations Manager, Project Manager, Sales Team and Finance.

#### **Education/Experience**

- Written communication skills supported by Maths and English

- Basic understanding of IT
- Minimum of 5 years sales, account management and/or EV sector experience

### **Key Dimensions**

- Accomplished relationship builder
- Customer focussed at all times
- Teamwork
- Systematic approach
- Positive outlook and infectious positivity
- Determination beyond reason
- The ability to quickly absorb new concepts and ideas
- Good communications and presentational skills
- Financial decision making
- Judgement/problem solving
- Dynamic sales approach

### **Key Performance Indicators**

- New Business pipeline development
- New Business sales
- Solution development and strategic New Business revenue growth
- New Business support, along with the Head of New Business Management
- New Business CRM capture, opportunities and sales support, along with the Sales Director

### **Health and Safety at Work**

- To have due regard to responsibilities and duties as set out in the SWARCO Group Health and Safety Policy, in respect to own and other persons health, safety and welfare.