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JOB DESCRIPTION

FULL TIME	LOCATION:
POSITION TITLE: Business Development Manager (BDM)	DATE: February 2011
REPORTS TO (TITLE): Sales Manager	APPROVED BY: Managing Director

SUMMARY OF ROLE

The BDM will have full responsibility for the sales target and sales personnel of his/her defined geographic territory, as well as any National and Key Account customers assigned to any member of their team. Key Objectives will include:

- Recruiting, Training and Managing a team of Business Development Executives within their area.
- Managing the assigned National and Key Account customers in their area.
- Selling new business Maintenance plus Installation business in their area against targets assigned to them from time to time.
- Maximising opportunities within the existing customer base to cross sell more services.
- Ensuring adherence to all Sales Processes by their team.

DUTIES AND RESPONSIBILITIES

Recruit, Train and Manage

- The BDM is responsible for the recruitment of Business Development Executives (BDE's) who can be trained to sell FCF products and services.
- It is the responsibility of the BDM to develop this team to achieve full target within a six month ramp up period.
- The BDM should ensure that the BDE's have the relevant skills to sell FCF services and to work a territory effectively as possible, maximising every opportunity. The BDM should organise training as required.

Managing existing Key Customers in their area

- The BDM is responsible for the management of National and Key Accounts assigned to their team. This includes the maintenance of Account Plans, regular reviews with the customer, the production of Agendas and Minutes of meetings and the penetration of FCF services in the accounts. Regular customer satisfaction reviews should be carried out.

Sell New Business in their area

- The BDM is responsible for developing new business opportunities within their area with specific focus on selling Maintenance services into larger and multi site organisations. Targets will be assigned from time to time by Management, depending on the number and level of BDE's in the team. These may be amended at any time.
- The BDM should utilise the Marketing support team, including Telemarketing, to assist in this goal.

Maximise opportunities within the existing customer base

The BDM is responsible for ensuring their team follows procedures for managing the customer base, as revised from time to time. The BDM should monitor the sales coming from the existing customer base.

Sales Processes

The BDM should monitor that all BDE's are following the correct procedures and take action to rectify any shortfalls.

REPORTING

- Weekly and monthly as notified from time to time by Management
- Integrity of information completed on CASH

The above Job Description may change subject to the business needs and a new version will be given to the individual.