

**Job Title:**

Business Development manager – West UK

**Job Role:**

Reporting to and taking day to day direction from the Sales Manager, manage assigned accounts and new business to drive revenue and profit growth through new opportunities/projects/relationship management and working closely with the Account Manager for that area/or assigned on that account. To assist the sales team to achieve the sales strategy, quality objectives and business goals.

Be aware of customer politics, company and departmental objectives, targets, and measurements.

To support the sales growth on assigned accounts, ensuring margin integrity, delivering effective contract management and derisking assigned accounts.

**Job Responsibilities:**

- To manage assigned accounts that have been assigned by the Sales Director. To maintain and grow the sales profit for the accounts designated to them. Also required is to maintain the minimum profit level required by The West Group Ltd
- Field based - visiting new opportunities and current customers each week.
- Proactively seeking new business from leads and opportunities/projects whilst maintaining relationships with existing customers assigned.
- Focusing on all leads and new enquiries assigned to them - responding in a timely manner, logging all qualified opportunities in the CRM system (Hubspot).
- Develop value added and custom solution-based projects in the accounts assigned and new hot leads assigned.
- Proper liaison with Sales Director, Technical and Production departments to ensure proper implementation of projects and smooth transition into production. NRE costs to be gained from the customer where possible, if not then those costs to be included in the cost of the project.
- CRM updates for all calls; meetings in person and online.
- Focus on managing customer risk to the lowest possible level at all times in collaboration with Technical, Operations, and Contracts.
- Proactively manage the contract process; managing blanket orders with the customers to provide scheduled dates and understanding the forecast from the customer.
- Forecast – working alongside the AM to provide accurate forecasts each Financial Year.
- Analyse sales patterns and watch for up and down shifts on the accounts assigned through the item movement report.
- Regularly assess risk on that account through the products purchased – inline with our company strategy and key supplier base.
- To keep track of special prices and discounts for the customer and to maintain company margin.
- Trade show / exhibition assistance when required

**Client Relationship Management**

- Build and maintain strong relationships with assigned customers, understanding their needs and objectives.
- Gain an understanding of the business needs of your customer base – what they do, how we can help with existing products and NPD – utilization of item movement.
- Regular visits to your customer base current and new opportunities.
- Spotting new project opportunities and working with engineering to collaborate on with the customer.

- CRM activities updated after each call/meeting in person and online – including call logs/meeting notes and tasks.
- SAP management – keeping the account details up to date on SAP – including key contacts/contracts/risk score/marketing information/NDAs.
- Contract maintenance – making sure contracts are updated and filed away and recorded on the CRM.
- Item movement – understanding your account and looking at trends and working alongside assigned AM of that customer.
- Working in collaboration with your AM and as part of the greater sales team to ensure targets are hit.
- Communication with the allocated AM, relevant department(s) and the customer is key part of this role to ensure smooth running of the accounts.
- Ensure exceptional customer satisfaction by resolving escalated client issues.

### **Required Job Skills**

- Pneumatic experience 5+ years
- 5+ years of field-based sales in the medical and life science industry. Assimilating technical knowledge and translate into business opportunities.
- Great communicator and cross departmental collaborator
- Positive attitude towards change and improvements
- Able to organise time, prioritise workload and ability to multitask under pressure.
- Microsoft Office Knowledge
- Able to conduct data analytics.
- Proactive.
- Deadline and SLA driven.

You are required to adhere to the company standard terms and conditions of employment and to be aware of your duties as an employee of the company with regards to the quality management system, general standards, health and safety and confidentiality.

Your line manager will set specific KPIs/Targets inline with the strategy set by the sales director. This will be reviewed on a monthly and quarterly basis with your line manager and sales manager.