



Job Specification: New Business Development Manager

Date: 11/12/2009
Version 1.2

Role: New sales development
Position: New Business Development Manager
Channel: Direct sales
Reporting to: Managing Director
Location: Field based
Salary: Competitive + Commission

Job Purpose

- To achieve the gross profit targets set
- To cold call and generate new business opportunities
- To develop, grow and maintain a sales channel of new customers for a limited period

Performance indicators

Primary Targets: Gross margin,

Secondary Targets: Sales activity targets (e.g. call rates, customer meetings, quote production rates, closure ratios), customer base growth, percentage margin per transaction

Key Accountabilities

- To develop new customers through the primary activity of cold calling
- Construct and implement a key account plan for new customers
- Confirm to sales reporting requirement, procedures and deadlines
- Research, generate, qualify and follow up leads
- Make appointments and manage customer meetings effectively and in a focused way
- Maintain consistent sales processes throughout the customer base that conform to the Company's standards.
- Follow internal sales and delivery processes and make recommendations where appropriate
- Monitor and maintain customers to ensure consistent delivery of business within targets
- Liaise with all relevant internal departments to ensure accounts are serviced correctly
- Provide best practice advice and policies to all customers

Candidate Profile

Experience/Qualifications

Proven track record and experience in business direct channels

Substantial and successful track record IT Sales

Experienced in developing new revenue streams by winning new customers of all sizes/profiles and across multiple sectors

Proven ability to consistently deliver sales targets and sales activity levels

Strong negotiation and account management skills

Strong evidence of achieving targets

Minimum 2 years experience in selling Internet products including Internet access types, hosting and hardware/software products to multi site MPLS/VPN solutions

Sales Skills and Ability

- Able to generate leads through cold calling
- Sales skills (e.g. account management, business to business selling, relationship management),
- Comfortable with IT
- Commercially aware (focus on gross profit growth and cost control)
- Able to understand/explain products and services and take and resolve queries and objections
- Personal sales activity planning, key account planning, telephone appointment making
- Ability to manage sales quality targets through this direct channel
- Ability to present a IT proposal to customer, negotiate on commercial terms and close the sale

Customer Focus

- Actively seeks out and acts upon requirements of customers
- Needs to champion the activereach brand through this channels ensuring brand integrity and position is maintained and enhanced

Self Development

- Remain up to date on company products and services
- Maintain and action personal development aspects of own / team personal plans
- Aware of own strengths and weaknesses, building on the former and addressing the latter

Broader Contribution to the Company

- Actively contribute to company meetings,
- Generate business development ideas in all areas e.g. products, marketing, pricing etc.
- Maintain knowledge of market /technology developments and competitor movements
- Develop good working relationships with customer/supplier and internal departments

Self Development

- Remain up to date with the activereach products and services portfolio
- Maintain and action personal development aspects of own personal sales plan
- Be aware of own strengths and weaknesses, building on the former and addressing the latter

Personal Characteristics

- Tenacity and quick to seize every sales opportunity
- Ability to work on their own initiative and to organise and prioritise their own workload
- Organised, disciplined (e.g. efficient time management) and conscientious about routine paper and process work
- Ability to self motivate to achieve personal objectives in a field based role
- Not resistant or frightened to spend large amount of time doing telephone cold calling in order to generate lead opportunities
- Able to present the right image with customers and third party business relationships (appearance and behaviour)
- Team player
- Capable 'stand up' presenter and trainer
- Capable field coach.
- Energetic, confident, outward-going and good at managing both internal and arm's-length relationships
- Willing to take the initiative with people. Good listener. Empathic.
- Career minded and ambitious

To apply

Please email your CV to careers@activereach.net together with the job title of the job you'd like to apply for and a covering note. We aim to respond to your application within 3 working days.