

PREPRARED by: Katie Rochester

micron communications limited

Motivo, Bluebell Way, Yeovil, BA20 2FG

Job description

BUSINESS DEVELOPMENT MANAGER

Version 1.1

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| **Title:** | Business Development Manager |
| **Reports to**: | Sales Director |
| **Escalation:** | Managing Director |

## PURPOSE OF JOB ROLE:

Your role is to win new business, through client consultation and establishing logical solutions in the areas of Connectivity, IT, Network, Software, WIFI and Telecoms. Primarily within the Hospitality sector, targeting independent hotels to large branded and high-end boutique hotels and groups across the UK.

You will be required to generate your own leads through networking activities, research and contacts. Whilst the focus of the role is new business there is some sales engagement of existing clients. Existing knowledge of solution partners such as; Gamma, Expo-E, Cyber Security vendors, HP, Aruba, Cisco, Ruckus Mitel and NEC and a desire to learn more is essential to develop and be successful in this role.

Your primary objective is to support the business strategy through the generation and acquisition of new business wins, ensuring the technology solutions fulfil the clients’ requirements at the same time as being deliverable by Micron.

KEY ACCOUNTABILITIES

Below is a list of key activities associated with the role. The list is non exhaustive, and the employee will from time to time be asked to fulfil other duties as directed by the Management Team.

* Work closely with the Sales Director to develop a target list and new business sales strategy
* Identify, target and win new profitable business with new clients using avenues such as cold calling, attending trade fairs, industry news and press
* Build and maintain a strong pipeline, ensuring new business is targeted in a consultative way
* Achieve/exceed OPEX (Recurring Revenue) based targets through new business sales growth
* Maintain weekly KPI’s and activity plans
* Actively build relationships with key influencers and stakeholders within specific business sectors, applying your sound commercial skills towards delivering tailored solutions to meet their requirements
* Networking into new business channels in a demonstrable and structured manner
* Keeping up to date records in Salesforce for sales, customers and correspondence
* Deliver excellent customer service
* Maintain a small number of newly acquired key accounts and ensuring a seamless handover to the Key Account Manager
* Proactively update knowledge on existing and new products / services Micron offers and keep up to date with trends in the target markets
* Provide detailed and accurate project handovers to the internal teams

QUALIFICATIONS & EXPERIENCE

* Proven track record in a similar role, successfully selling technology
* Able to demonstrate the ability to effectively build a strong business pipeline with a solid success rate of converting to sales
* Experience of selling at least 2 of; Connectivity, IT Networks, Cloud, Telecoms, Software
* A strong knowledge of data networks and converged platforms; both on premise and cloud
* Proven ability to develop and maintain an effective network of contacts and build relationships at all levels within organisations
* Experience of working on large single site and group multi-site tenders
* Valid driving license as this is a field-based role

SKILLS & BEHAVIOURS

* Confident, personable and engaging, able to build meaningful and long-lasting relationships with clients and internal colleagues
* Excellent communication skills, both written and verbal as well as effective presentation skills
* Able to work on own initiative, conducting effective research and following up potential leads with confidence
* Effective negotiation skills, ensuring great listening skills to ensure we understand and deliver what the customer needs at the same time as being aware of our ever-evolving service offerings ensuring we don’t over promise on what we can deliver
* Strong interpersonal skills with the ability to nurture relationships with ease along with the ability to independently manage and develop customer relationships
* Will always be accountable and transparent
* Flexible with a ‘can-do’ attitude with a highly organised approach to a busy workload
* Be effective and productive in a home working environment with a natural initiative to work independently

TRAINING

We will support individuals to maintain their technical knowledge required for them to fulfil the requirements of their role, this will be a combination of internal training, suppliers training and the scope to include professional training courses subject to approval / budget.

Training needs will be identified through 1 to 1’s, annual reviews and development plans, this is not limited to technical knowledge it may include; customer service, soft skills and managerial, these will be discussed and agreed with the Directors and HR.

I have read and understand all the contents of this job description. This job description describes the principal purpose and main elements of the job. It is a guide to the nature and main duties of the job as they currently exist but is not intended as a wholly comprehensive or permanent schedule and is not part of the contract of employment. Therefore, you may be required from time to time to carry out tasks requested by the Management/Directors.

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