

Job Description – Business Development Manager

Title: Business Development Manager

Reports to: Sales Director

Based at: 17, The Courtyard, Timothy's Bridge Road, Stratford Upon Avon, Warwickshire, CV37 9NP.

Date created: 19 October 2018

Position Overview:

The Business Development Manager is responsible for building relationships with event and exhibition client decision makers within targeted industry sectors and for generating new business opportunities that can be converted into profitable new business.

As part of this role, the Business Development Manager will present company credentials and case studies, be able to explain and consult upon the full range of services offered by the agency and deliver new business briefs that meet the qualification criteria.

The Business Development Manager will have a proven track record in generating pitch briefs that have been successfully converted into profitable business. Regular overseas travel and working additional hours and/or weekends is required.

Key Responsibilities and Accountabilities:

- Build trusted relationships with assigned prospect contacts
 - Demonstrate a full understanding of the client business and corporate objectives
 - Build awareness of the DSA value proposition and full breadth of service offering
 - Deliver a timely and responsive level of customer service
 - Influence client thinking in a way that benefits DSA
- Engage prospects to uncover new business opportunities in line with agreed targets
 - Use meetings, show-walks, cold calls, emails, social media and other desk research to identify key stakeholders within prospect organisations
 - Secure and deliver credentials meetings at client offices or at key shows
 - Engage with stakeholders to drive new briefs that meet the qualification criteria
 - Leverage existing relationships and reputation of DSA to secure new business without a competitive tender where possible
- Build a pipeline of new business opportunities due for tender within the next 1-5 years
 - Gather intelligence about prospect organisations, their event and exhibition requirements and budgets, any incumbent agencies and the timeline for any future pitch process to support a positive sales effort in the future

- Record all interactions and prospect insight in the agency CRM system
 - Capture account, contact, opportunity, sales and competitor data in the CRM system ensuring all records are accurate and complete
 - Identify contacts within the database that should be opted in or out of marketing communications in line with GDPR policies
 - Produce sales reports against targets as agreed

Key Skills:

- Excellent verbal and written communications
- Excellent influencing and client negotiation skills
- Strong organisational and planning skills
- Able to multi-task and manage multiple projects simultaneously
- Commercial awareness and good financial acumen
- Consultative approach to customer management
- Able to build and maintain trusted relationships with colleagues, suppliers and clients
- Networking skills
- Knowledge of Microsoft Office products
- Knowledge of marketing principles is an advantage

Desired Behavioural Attributes:

- Able to work independently and as part of a wider team
- Able to multi-task and manage multiple projects simultaneously
- Able to manage workload to deadlines and be respectful of the workload of colleagues
- Self-motivated and enthusiastic
- Maintain a client perspective at all times
- Positive, flexible and a proactive problem solver
- Show commitment to deliver excellence
- Take ownership for ensuring 100% accuracy across all tasks
- Engage and participate in personal development opportunities that are presented
- Keep up to date with latest technologies and market developments

KPIs:

- Total pipeline value
- Number of qualified opportunities generated
- Number of qualified meetings scheduled
- Number of positive conversations held with assigned prospects
- Number of positive calls made
- Number of show visits and onsite client meetings
- Ratio of qualified tenders vs rejected tenders after qualification process
- Range of opportunities including the full agency offering
- Positive client feedback
- Positive colleague feedback

I hereby acknowledge and accept the job description and responsibilities of my duties:

Signed:

Print Name:

Date: