

# JOB DESCRIPTION

**Business Development Manager** REPORTING TO: Managing Director

## Purpose of Job:

To maximise sales; achieving monthly targets for key accounts whilst promoting the Sleek products and brand at all times.

## Responsibilities:

### Customers:

- Effective presentation of new products and ensuring all customers have an updated product brochure, list or order form.
- Build good working relationships with customers.
- Resolve any issues that the customer has with Sleek.
- Support customers to help them maintain within their credit limit, which includes collecting cash/cheques.
- To ensure all customers are called on a routine call pattern, thus maximising potential.
- To inform relevant customers on special offers, promotions and price reductions/ increases on a regular basis.

### Field Base:

- Adopt best working practice.
- Maintain and safeguard all company equipment within your control.
- Comply with Health & Safety at all times.
- Ensure the company is represented professionally, using products and stands as an effective use of point of sale and prime selling position.
- Work towards achieving the target set by the company on a monthly basis.
- To plan all visits to customers in order to maximise your selling time and reduce the amount of non essential travelling.
- To track trends and other such information about the market, which can be later used to feedback to other departments.
- To inform sales accounts assistants on follow ups, if necessary.

### Office Base:

- Liaise and maintain effective communication with all colleagues across the departments.
- Inform Managing Directors of any market changes.
- Maintain an aged debtors list

### Admin/Role Specific tasks:

- To maintain accurate record of calls and sales on Record Sheets.
- To ensure all completed returns are sent to the attention of the MD.
- Be responsible for feeding back information on the market place i.e. competitor activities on new lines, prices, promotions and/or product problems.

# JOB DESCRIPTION

- Ensure that you maximise the potential by canvassing and opening new accounts.
- Maintain record of calls on prospective clients.
- To work as a team member and assist all departments to function efficiently and together to maximise profit.
- Adhere to your representative expectations below.

## Company Expectations: Visits/Calls

- 1) To be smartly dressed at all times. Ties are not a must, but should be worn when appropriate. Shoes must be clean and undamaged.
- 2) Store visits must commence at or before 9:30am but no later than 10am
- 3) The company expects a minimal of 4-5 calls per day.
- 4) A store visit must not exceed 1.5 hours unless promotional activities are being implemented.
- 5) Your last call of the day should finish on or around 5:30pm.
- 6a) BDM should be prepared for calls. The following should be included:
  - Customer record cards.
  - Aged debtors outstanding.
  - Store analysis (when needed).
  - Customer stock analysis/buying patterns.
  - Promotional materials.
  - Product samples.
- b) Each account must have a written strategy set against the call and a target/goal for each visit
- c) For long distance calls, appointments must be set prior to the visit confirmed in writing (Email/Fax).
- d) Promotional material must be displayed across all accounts, and the company expects you to place these items in the best location for optimised marketing.
- e) Store targets must be set, discussed and agreed with the store and **MUST** be reviewed each month internally and updated as necessary.
- f) All call plans are updated and reviewed regularly.
- g) New products must be presented by sample or brochure.
- h) Store inspection reports/questionnaires when requested, must be completed via PDA.
- I) Customer record cards completed and updated after each call visit and filed for future action.
- J) Overnight stays must be in approved hotels.
- K) All travel arrangements by train or plane will be arranged well in advance of the date you need to travel.

# JOB DESCRIPTION

## Company Vehicles

7) Company cars must be clean, tidy and well organised for easy access information.

a) Each company car must have the following documents, which should be kept in the glove compartment:

- Log Book (where applicable)
- MOT certificate (where applicable)
- Hire documents (where applicable)
- Insurance Certificate
- Breakdown cover note (AA or alternative)

b) Company car maintenance and legal requirements are for the driver to ensure that he/she is correctly covered and that all areas of the vehicle are in good working order.

c) To carry out the weekly checks required by our health & safety policy.

## Company Expenses

8) All expenses (including receipts) must be presented to your manager on a weekly basis. They will be paid into your salary at the end of the month.

9) Company does not pay for any personal expenses and any misuse of this will be regarded as serious misconduct and could face a disciplinary warning or dismissal if necessary. Any out of the ordinary expenses must be agreed with your Manager prior to a purchase being made.

## Meetings & Administration

10) Sales meetings are held on a weekly basis.

11) It is mandatory for you to attend this meeting and the following should be with you:

- Client record cards, if necessary
- Weekly record for completed work with highlights recorded
- Top 5 performers and bottom 5 to be reviewed
- Any notification for changes to the month planner
- Aged Debtor update for accounts over the 90 days, a plan of action in place
- A summary of any problems or action required straight away

# JOB DESCRIPTION

12) The company expects you to be fully prepared and to contribute to the weekly discussions which take place.

13) You will be expected to present both verbally, and in professionally written reports, in orderly and timely manner regarding all aspects of your customer accounts.

14) All reports are to be submitted to the MD