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| **Job Description** |
| **BUSINESS DEVELOPMENT EXECUTIVE** |
| Reports to:  | Sales Director |
| Direct reports: | N/A |
| Working Relationships | Customer Consultants, Key Account Managers, Marketing and R&D team |
| Current holder: |  |
| **Compliance Expectations**1. Demonstrate the Armorgard values at all times – SHAPE (Support, Honest, Accountable, Passionate, and Excellence!)**Supportive** (friendly, kind, polite, respectful of others, helpful, hard on the principal soft on the person.)

**Honest** (tell your truth, fair, diligent) **Accountable** (Always feeding back on performance, good or bad, learning from mistakes, being open, reporting accurately)**Passionate** (determined to ‘win’ - for the business, for the team and for you personally, determined to be the best, take pride in your products and your team and the company. Bepassionate about protecting tools and people). **Excellenc**e (always strive to be better in all you do, never be satisfied with an average performance).  |
| **Key Aims of the role:**1. Driving the business forward through the new business opportunities within all regions. This will involve diligent research, use of initiative and applying excellent sales skills.
2. Optimising Sales opportunities through market research based on existing customer trends in related industries.
3. Supporting Customer Consultants with customer engagement.
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| **Key responsibilities:**1. Understand addressable market size, map potential customers use information to identify targets
2. Generate new business through outbound calls to potential customers with intentions to open new active accounts
3. Once new customer account is live, provide handover to relevant Key Account Manager
4. Qualify all prospects using agreed metrics, develop the profile of the prospective customer and liaise with the Customer Consultants for engagement
5. Build ongoing effective working relationships with potential new customers to promote the Armorgard brand and build trust
6. Open new markets with new products
7. Track all activity using CRM system
8. Be commercially aware and numerate through performance
9. Meet strict quarterly targets using relevant KPI’s in line with annual Company objectives.
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| **Role Signed off:** |
| Sales Director |  | Date: |  |
| Managing Director |  | Date: |  |
| **Role understood and accepted by job holder** |
| Job Holder |  | Date: |  |