

## Job Purpose:

As Business Development Manager, you will be required to promote company Fire, Security, IT Network infrastructure, Service & Maintenance services to selected target markets within specified regions to generate new business opportunities for the company. The role includes (but not limited to) working effectively at all stages of the sales cycle to develop, negotiate and close opportunities to give ACEDA the best chance of success. An element of the role will include working with the Company Directors and Marketing Manager to develop a strategic plan in key areas including specific market sectors to generate the most profitable return on investment.

You will have the ability to develop short, medium- and long-term opportunities. You will have the ability to cross sell the company's other key services to offer clients a turnkey solution and position ACEDA as a multi-disciplined solutions provider.

## Key Responsibilities and Accountabilities:

- ▶ Work effectively at all levels of the sales cycle from pipeline generation and forecasting to closing opportunities. This includes but is not limited to, client presentations & meetings, follow up calls, client communications & negotiation.
- ▶ Take responsibility for your own lead generation, appointment setting and following up new business opportunities.
- ▶ Cold calling new companies to introduce the company and promote the companies products and services.
- ▶ Develop the target list of companies & prospects to enhance existing relationships & develop new ones with key contacts such as Project Managers, & Quantity Surveyors & Procurement contacts
- ▶ Work towards self-generated and team sales objectives, targets, KPI's and conversion rates that are pre-defined and agreed by the management team.
- ▶ Accurately forecast projects on a regular basis using an agreed format.
- ▶ Manage and maintain a pipeline and ensure all sales administration is kept up to date on the companies Superoffice CRM software.
- ▶ Work with the estimating department to ensure all tender requests are responded to in a timely manner and contain client / project relevant value added information where applicable
- ▶ Provide a contribution to the bid team to maintain competitiveness and strong conversion rates and attend close out meetings with the estimating department as required.
- ▶ Be instrumental in all client proposals, contracts and any further documentation, following company processes and procedures.
- ▶ Effectively interact with other departments including the Project Delivery Team when handing over projects ensuring you fully and correctly brief in all aspects of the project.
- ▶ Work with the Commercial Director & Marketing Manager to review potential clients - identifying activity, spend and profitability of clients.
- ▶ Work with the Marketing department to develop and enhance customer facing documentation, website content, client communications, social media updates and promotional campaigns where required
- ▶ Work with the Marketing Manager to communicate new product developments to prospective clients
- ▶ Plan and prepare presentations where necessary for clients using the company's power point presentation template.
- ▶ Establish and maintain strong internal and external working relationships.
- ▶ Assist the marketing department with market research and market insights.
- ▶ Suggest new ideas and to generate new opportunities for the business.
- ▶ Develop a profile on social media sites to promote the company e.g. Linked In
- ▶ Maintain client relationships throughout the duration of a project installation and ensure all documentation is issued to a high standard. This may include ensuring clients are satisfied with the installation, dealing with any outstanding issues and ensuring O&M information is of the required standard
- ▶ Attend conferences and similar events as required.
- ▶ Attend training to develop relevant knowledge and skills.
- ▶ Working with the Marketing Manager to develop a strategy to target consultants to secure longer term opportunities for the business
- ▶ Proactively drive market expansion into new accounts and extend revenue spend from an existing client base (where applicable).