

Job Description

Job title: Direct Business Development Manager

Line Manager Title: Sales Director

Location: Agile Group Ltd, Qnet House, Malleable Way, Stockton on Tees, TS18 2QX

Department: Sales

Hours of Work: Monday – Friday, 9:00 – 17:30 (or other times to suit the business)

1) Give briefly the basic purpose of the job and its primary objectives:

The purpose of the role is to plan, implement and carry out lead generation and sales activities in order to meet or exceed company sales objectives and targets for retention, growth of revenues and margin within the regions assigned to the Direct.

2) Key Responsibilities and Accountabilities

- Seek out new business opportunities within defined guidelines and timescales.
- Deliver consistently against all targets.
- Build, manage & maintain a substantial pipeline of qualified opportunities to underpin target achievement.
- Ensure that all pipeline activity is accurately recorded and updated within CRM.
- Thoroughly research & understand individual market sectors to identify potential customer targets.
- Accurately forecast sales by month, quarter and annual.
- Demonstrate Agile's product & services suite clearly & differentiate Agile's offering within the market.
- Successfully position Agile's solutions within the context appropriate to the specific client or sector, utilising Value Based arguments and Consultative Sales engagement.
- Negotiate pricing & contractual terms as required & in line with company guidelines.
- Track progress against targets on an ongoing basis & take necessary action to refocus efforts if targets are not being met.
- Ensure all partners and customers receive a professional handover from Sales to the Solution team and Technical Services team at the appropriate time.
- Continually development your knowledge & skills to ensure they remain current & relevant.
- Ensure completion of all required Sales documentation & adherence to all Sales processes.
- Demonstrate effective and collaborative use of all available resources.
- Understands the value of developing leads and contacts through cold calling when necessary.
- Practical and action orientated sales performance & planning including but not limited to GAP recovery and 30-60-90-day planning.

3) Supervisory and managerial responsibility

The position does not have any direct supervisory and managerial responsibility at the moment, yet as the indirect channel develops it is anticipated that this may become part of the role.

4) Other responsibilities: money, equipment, materials

The position will be responsible for a company vehicle, fuel card, uniform, laptop and mobile telephone, and any other equipment needed from time to time. These must at all times be used in accordance with appropriate company policies and guidance to ensure their safe and proper use.

5) Decisions made / Level of responsibilities

The position will have negotiating responsibility with channel partners, agents and customers, within the boundaries of sales opportunity quotation pricing tolerance model delivered from the solution department or sales/solutions director. Any pricing objections should be discussed with the sales director and solutions director, business managers or directors to establish whether there is a business case to support any changes to the best price offered.

6) Empowerment level

The position is empowered to carry any necessary actions in order to meet or exceed the sales objectives. This should be done in line with the aforementioned decision and responsibility criteria, in line with all business unit and group policies and procedures.

7) Key skills, competencies and experience

Key skills

Relationship management and interpersonal skills.

Communication, influencing and negotiating skills.

Presentation skills.

Research and report writing skills.

Problem solving and decision making.

Negotiation and persuasion.

Networking.

Ability to personal develop learning/understanding of new products and technologies.

Key Competencies

The ability and desire to sell.

A proven track record in winning new business.

Excellent verbal and written communication skills.

Strong presentation, negotiating and closing skills.

Excellent planning and organization skills.

Personnel / Job Description

Strong commercial awareness.

A confident and determined approach.

Resilience and the ability to cope with rejection.

A high degree of self-motivation and drive.

The ability to work both independently and as part of a team.

Client development and retention skills to build long term profitable partnerships.

Good interpersonal skills, with the ability to retain information on bespoke projects and strong experience within various sectors.

Key experience

An excellent knowledge of relevant sectors and computer systems and applications.

Sound knowledge of sales and customer service practices and principles.

A good knowledge of basic business principles.

Experience in sales and closing strategically important new business.

Experience in making and delivering presentations to current and potential customers.

In-depth knowledge and understanding of customer goals, objectives, strategies and competitive situations.

Ability to demonstrate a successful and proven background in software sales.

8) Special working conditions

As a sales representative you will work on your own so all necessary health & safety policies and procedures should be observed. The role is target driven role so the person occupying the role should be tenacious in the conduct to meeting or exceeding the targets laid down by the business.

9) Any other relevant comments

Self-organisation

Plan each day, week and month.

Plan each call and update all necessary systems.

Keep sales aid in mint condition.

Dress smartly in Agile's sales uniform or in a formal business suit (Or to suit the customer environment).

Maintain a neat company vehicle at all times.

Present a professional image.

After each call fill in a customer profile and daily planner.

Administration

Maintain customer profiles and customer files (electronically & physical)

Submit the following in a timely manner: daily planner, call reports (these should be put onto CRM), sales plans, forecasts, orders/contracts and any other documents.

Communicate competitive information to management and marketing.

Personnel / Job Description

Complete and submit credit application file for new accounts at the earliest point within the sales opportunity cycle.

Plan work so as to save time using technology, routing plans etc

Analyse and monitor data and reports to inform your practice.

Company Relations

Comply with all company policies and operate within boundaries of your targets.

Work with, develop positive relationships with, communicate with, and coordinate with other employees in the business unit (technical, support and sales), the group (finance, marketing, operations), and with other business units.

Communicate effectively; cooperate your colleagues and management.

10) Relationship with other jobs/tasks/department/employee's

Customer / Shared Services department

Solutions department

Technical Services department

Sales department

Group management and directors

Other business units within the group

11) Operation's manuals/procedures/standards which are referred to within the course of the job

These will be introduced to you once you are in post; some of these are yet to be developed so these will be done over the coming months,

12) Targets

Activity targets or soft / downstream targets

Measure	Target
Completed phone calls	As many as necessary
Face-to-face meetings	As many as necessary
Leads (channel & sales) generated	As many as necessary to ensure revenue targets are met
Leads (channel & sales) followed up	As required in a timely manor
Leads progressed	As many as necessary to ensure revenue targets are met
Channel partners / Agents meetings	As many as necessary to ensure revenue targets are met
Channel partners / Agents recruited	As many as necessary to ensure revenue targets are met
Sales opportunities generated	As many as necessary to ensure revenue targets are met
Sales opportunities followed up	As required in a timely manor
Sales opportunities won/lost	The Sales Executive will have to win as many sales opportunities to ensure that s/he achieve their revenue target.

Targets

You are expected to achieve the following targets linked to the salary bands target which you are awarded in order that you may qualify for Commissions:

Time Frame	Target	Minimum threshold
Monthly	100%	60%
Quarterly	100%	80%
Yearly	100%	100%

Should you fail to achieve the performance targets laid down above or other targets laid down by the leadership team, appropriate action will be taken, these may include disciplinary procedures, non-payment of Commissions or even debit backs.

Commission	Commission percentage
Sales generated with assistance of telesales or indirect channel or agents	1%
Sales generated with no other assistance	2%

In order to qualify for the Commission you must achieve the minimum target revenue threshold, then your computation will be calculated on the basis of the above, should you fail to achieve your monthly, quarterly or annual minimum threshold you will not be entitled to claim your Commission within the applicable period.

It should be noted that Commissions can be suspended, changed or removed at any time to suit the strategic objectives of the business. Commissions have an aggregated cap of £75,000 in one calendar year (Calendar year is from January to December). The company reserves the right to reclaim any overpaid Commissions or payments which were wrongly applied for whatever reason.

13) Remuneration

Base Salary Bands	Base salary/ per annum	Revenue target/ per annum
Entry Level	£10,500	£52,000

Band 1	£14,000	£125,000
Band 2	£18,000	£250,000
Band 3	£21,000	£350,000
Band 4	£24,000	£500,000
Band 5	£28,000	£750,000
Band 6	£32,000	£1,000,000

The Managing Director and the leadership team selects the most appropriate pay band based on the historical performance achievements, market conditions, industry sectors and the product/service portfolio for which the Sales Executives - Representatives / Business Development Managers are responsible for developing. The Sales Executives - Representatives / Business Development Managers must achieve the revenue targets aforementioned compounded over a yearly term and over a quarterly term, should the target not be achieved over the annual term then a downgrade on base salary will occur.