



Role Description

Role Description: Business Development Manager
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Keep Informed: Business Development Manager

1. Overview

The Business Development Manager is primarily responsible for development of new accounts within the defined territory (country/countries or worldwide, for example) and the management of some current direct accounts within the defined markets (e.g. automotive testing or survey and mapping). This is expected to drive existing business sales and opportunities for the application engineering team to fulfil. Reporting to the Business Manager and working closely with Product Engineers/Product Managers & Commercial Managers/Internal Sales Specialists/Sales Administrator, Support, Application Engineering as well as other departments including Marketing Communications.

2. Duties and Responsibilities

2.1. General

- To achieve sales target through management and development of current and new direct customers (direct customers maybe integrators or end users).
 - Working with Product Engineers/Product Managers and marketing communications to seek new direct customers within the defined market/s for inertial navigation systems.
 - Manage the day to day commercial relationship with current direct accounts within the defined market/s and grow the existing accounts.
- Develop detailed strategic plans to manage territory; maintain, protect, and grow business for both short and long term revenue growth.
- Act as first line for commercial issues escalated by either Support Engineers and/or Sales Administrator or Internal Sales Specialist escalating to and working closely with the Business Manager and/or Commercial Director as necessary to resolve these issues.
- Manage forecasting and pipeline by utilising the opportunity tracking system to manage, track, and report on all sales activities; provide accurate, detailed forecasts for customers in which the business development manager is responsible.
- Attend exhibitions, trade shows and other events worldwide as required to develop current customer's business and to seek new opportunities.
- Develop technical knowledge of existing products and capabilities to provide customer training and demonstrations.
- Provide feedback to other parts of the business including to Product Engineers/Product Managers on product or services features or ideas.

- Work collaboratively with all colleagues across the organisation to handle customer requests.

2.2. Direct customer management

- Identify customer's needs, goals and challenges, and provide solutions to these through the proper positioning of OxTS products, services, knowledge and expertise; inform, train and influence customers.
- Know and be known by your customers; maintain a regular presence with customers including regular documented quarterly business reviews for key accounts.
- Secure targeted meetings to identify and advance opportunities with your customers.

2.3. Business development

- Identify and map the key stakeholders and decision makers around projects and opportunities with the defined territory.
- Create and deliver presentations; coordinating appropriate resources for customer visits.
- Lead and organise internal colleagues around presenting to, or supporting your customers including potential customers; provide input and direction on content, customer needs, drivers, audience profile, etc.

2.4. Enquiries and quotations

- Follow-up leads received from trade shows or directly (from website or telephone calls etc.) and manage process from initial enquiry through one-off sale or regular repeat business customer.
- Provide commercial support for direct business, ensuring the customer selects the correct equipment, that orders or contracts are sound and profitable.
- Identify specific customer requirements that may require development within OxTS and lead process to justify development with Product Engineers/Product Managers and Application Engineering.
- Answering sales queries on products, terms of business, etc., using email, telephone, Skype, etc. Communications to be well-written, clear and appropriately detailed.
- Prepare and follow up on quotations for new sales and repairs/other services. Understand standard terms and conditions of sale. Operate the discounting policy. Select suitable products for the customers' needs.
- Answer basic operational and application questions.
- Write and negotiate contracts when required in conjunction with the Business Manager.
- Involve Product Engineers/Product Managers or Application Engineering, as appropriate, when more complex technical information is required from a customer.
- Involve members of the Application Engineering team where specific development is required to meet the customer's needs.

2.5. Other

- Worldwide travel as necessary in the performance of these duties.
- Assist in the preparation of order forecasts.

- Follow policies and procedures, organise filing systems, network folders and email systems to ensure efficient and effective processing, storage and retrieval of information relating to direct customer and direct customer business development.
- Develop good personal organisation systems to allow effective and efficient performance of duties.
- Act as deputy as agreed to cover periods of absence.
- Other duties as assigned.

