



Role Description

Role Description	Business Development Manager
Document owner:	Chief Commercial Officer
Version:	201005
Keep informed:	Business Development Manager

1. Overview

The Business Development Manager is primarily responsible for the development of new business within the defined territory (country/countries or worldwide, for example) and the management of direct accounts within the defined markets (e.g. automotive testing or survey and mapping). This role is responsible for new market investigation and the development of new 'strategic bets' by exploiting opportunities for growth through new market applications. These applications will build on our world-leading inertial navigation core technology and the brand reputation of products in core markets. The role will work with customers to define and prototype products and business models based on cutting edge technology in conjunction with Product Engineers, Application Engineering and R&D. Reporting to the Chief Commercial Officer the role will work closely with the teams within Commercial, Support and Application Engineering.

2. Duties and Responsibilities

2.1. General

- To achieve sales target through management and development of current and new business (direct customers, integrators or end users).
- 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 meet customers, develop contacts and to seek new opportunities.
- Develop technical knowledge of existing products, technology 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.
- Assist in the preparation of order forecasts.

2.2. Business Development

- Responsible for the identification, investigation and development of emerging opportunities for OxTS technology.
- Investigate new markets and opportunities, build business models and implement the plan for sales growth.
- Working with Product Engineers/Application Engineering, take viable options for new solutions or business models, to test by prototyping with users and Key Opinion Leaders.
- Identify new market opportunities and develop a suitable business model for a 'strategic bet'.

- Identify key opinion leaders and customers to partner in product development for new markets.
- Identify and map the key stakeholders and decision makers around projects and opportunities.
- Develop compelling rationale for investment in the opportunity and gain business buy-in.
- Work with Application Engineering to test new product applications and business models through prototyping.
- Create and deliver presentations, coordinating appropriate resources for customer visits.
- Launch successful applications into the core business

2.3. Key Account Management

- 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; identify and grow business for both short- and long-term revenue growth.
- 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.
- 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.
- Identify specific customer requirements that may require development within OxTS and lead process to justify development with Product Engineers/Product Managers and Application Engineering.
- Involve members of the Application Engineering team where specific development is required to meet the customer's needs. Work with project managers to ensure resource is available and the project progresses
- 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

- Manage the process from initial enquiry through to one-off sale or regular repeat business.
- 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 Managers and/or Chief Commercial Officer as necessary to resolve these issues.
- Provide commercial support for direct business, ensuring the customer selects the correct equipment, that orders or contracts are sound and profitable.
- 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 Chief Commercial Officer and/or Business Managers.
- Involve Product Engineers/Product Managers or Application Engineering, as appropriate, when more complex technical information is required from a customer.

2.5. Other

- Act as deputy as agreed to cover periods of absence.
- Other duties as assigned.

3. Revision History

Revision	Changes
201005	Document Updated - AB
200908	Rebranded and Commercial Director changed to Chief Commercial Officer, no content changes - JC
190828	Revision history added