

Human Resources: Job Description			
Job Title:	Business Development Manager (BDM) – Fire + Security	Location:	Harlow + extensive UK travel
Business Area:	Alphatrack Systems (ASL)		
Reporting Lines/Relationships			
Responsible to:	Sales Manager		
Direct Reports:	None		
Key Internal Relationships	<ul style="list-style-type: none"> • SCCIA and ASL Sales teams • ASL Operating teams • Managing Director, SCCIA • Finance • Clients 		
<p>Role Overview: Responsibility for identifying new business opportunities and nurturing existing relationships across the Commercial, Private and New Build Sectors to grow our Fire and Security portfolio. This is a B2B role and you will consistently meet or exceed your sales and new business development targets.</p>			
<p>Main Purpose:</p> <ul style="list-style-type: none"> • Driving sales of Fire and Security systems into the Commercial, Private and New Build Sectors to meet or exceed defined revenue and gross margin targets; • Capitalising on SCCI Group cross product sales prospects, sharing your Fire and Security expertise as required to secure multi-product opportunities; • Developing and maintain strong relationship with potential and new clients, including but not limited to Builders, Electrical Contractors, M&E Consultants and Architects, with a view to securing repeat business; • Maintaining an excellent knowledge of Fire and Security systems, sharing that knowledge across ASL and SCCIA and using it to communicate effectively with clients. 			
<p>Key Performance Areas:</p> <ul style="list-style-type: none"> • Deliver new business generation for the sale of Fire and Life Safety systems, ensuring both you and the company achieve or exceed sales and profit targets, maximising gross profit margin; • Identify opportunities to develop sales across ASL and SCCIA's existing account relationships and to also proactively search out new opportunities via market knowledge, contacts, and proactive marketing strategies; • Become established as a Fire and Security specialist within ASL and SCCIA and developing the knowledge of others within the business; • Coach and support colleagues within the organisation with technical and commercial issues with particular reference to sharing knowledge of Fire and Security solutions; • Provide input and guidance to the Marketing team to support general business and product development especially Case Studies, product information; • Utilise CRM for generating, recording and reporting of leads, opportunities, conversion rates and market & product trends; • Develop and maintain an in-depth knowledge of Fire and Security technology offering and a good knowledge of other technical and product knowledge as required; • Develop approved and robust pricing frameworks. 			

<ul style="list-style-type: none"> • Complete sales administration and reporting as required with accuracy and to time; • Assist Sales / Estimating team with preparation of quotations as required, particularly where advice and guidance may be required in relation to Fire and Security; • Product specialist for escalation of issues within area of responsibility; • Delivery of order packs to Projects (and Service) teams for implementation. • Liaison with Projects (and Service team) to ensure ongoing delivery of KPIs to all customers. • Support the standards of the organisation – the way in which we conduct our business internally and externally and the ways in which we behave. 	
Dimensions: <ul style="list-style-type: none"> • Based out of Harlow Office. • Flexibility of time for extensive UK travel will also be required – potential for overnight stays. 	
Role holder requirements:	<ul style="list-style-type: none"> • Previous experience in a similar sales environment essential; • Excellent knowledge of different Fire and Security systems / products and project cost estimating essential; • Excellent IT skills including Excel, database, Word, Outlook; • Effective communicator – verbal and written with excellent attention to detail; • Presentable and credible to internal and external customers; • Experience, knowledge and user experience of CRM system.
Main Duties of the Role	
Operational <ul style="list-style-type: none"> • Identification & qualification of potential customers. • Sale of Group products particularly Fire and Security systems / products into New Build (B2B), Commercial and Private sector clients. • Development and implementation of sector specific marketing campaigns. • Delivery of sales against revenue and margin targets. • Effective use of CRM to capture and track leads. • Delivery and hand-over of Orders to Projects (and Service) team • Delivery of tenders to win major works contracts. 	
Customer Service <ul style="list-style-type: none"> • Daily interface with customers • Management & development of key customer relationships • Development of new customer relationships • Customer focused in all activities to ensure maximum business return 	
Communication <ul style="list-style-type: none"> • Production of reports & presentations where required • Regular external communication with external B2B customers • Delivery of presentations one to one and to large groups of people • Production of high quality business proposals for potential customers 	
People <ul style="list-style-type: none"> • Presentable and credible to internal and external customers 	
Experience preferences <ul style="list-style-type: none"> • Business 2 Business Sales • Sector experience • Account Management 	

- Marketing strategy and campaign delivery
- Tender delivery

This list is not exhaustive and elements of the role may alter or develop over time in line with the needs of the business.