



## ***UK BUSINESS DEVELOPMENT MANAGER***

**Department:** Sales & Marketing

**Reporting to:** Sales Manager

**Salary:** £55-60,000 p/a and commission of £15-20,000

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### **OVERVIEW**

Main functions of the job are to define & execute market strategy plan, in coordination with sales manager, to deliver UK & Eire market growth; to meet or exceed sales targets and profit growth; to develop the business through the sale of existing products to new and existing channels, and to prepare the ground for profitable and timely new product introduction; and to focus on the market adoption of the latest test tech & the company's electrification strategy.

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### **WHAT YOU'LL BE DOING:**

- To define and own the UK & ROI market strategy.
- To develop, own and deliver forecasts & plans for revenue and margin growth through existing and new channels.
- To liaise with relevant corporate contacts, from installer/maintainers through to specifiers / end users where appropriate, and build & develop profitable relationships, as appropriate, throughout the chain.
- To secure & further develop partnerships with leading detector manufacturers.
- To work in close cooperation with the company's distribution network to drive the right practices / behaviours in sale, marketing & support of DT's full product range.
- To ensure distributors provide a flow of feedback from the field to DT.
- To engage with the field user base, directly & in partnership with distributors, to understand usage trends and requirements to optimise the field user experience (in detector test & maintenance).
- To drive pricing adjustments in the territory, respecting the overall structure (internal & external) in the process and regularly reviewing/analysing whether the chain is the most efficient to deliver growth & margin.
- To deliver presentations, proposals/quotations, plans, and visit reports as necessary.
- To supply monthly territory reports which provide a full & clear insight on the market status and updates on key account activity to management.
- To hold territory reviews with sales manager to track sales progress and market movement.
- To collect market intelligence on competitive products, pricing and strategy. Advise on changes and trends within the marketplace where the company could exploit further potential.
- To attend and present at external customer meetings, altering the pitch for different audiences, e.g. technical / practical focus to installer / maintainers or commercial focus for distribution.



- To own & grow the customer database so that DT Marcoms messaging reaches an ever wider market audience. Where necessary, co-ordinate with fellow team members to ensure all new contacts are logged on the company database.
  - To liaise with other depts. internally to ensure they receive relevant information to help the flow of business, be it orders through the sales desk or technical feedback to the product management team.
  - To ensure customer service excellence
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- at all times.
  - Transparency in movement, activities and visibility of work and to provide clear communication with whole team.

## WHAT YOU'LL NEED:

- Educated to degree level or above or qualified by experience.
  - Proven track record of delivering sales and profit growth within a technical B2B environment.
  - Establishing, managing and developing relationships with UK companies.
  - Proven track record of meeting targets and growing business sales.
  - Able to manage a varied and pressurised workload while retaining focus on the “big picture”.
  - Able to vary the approach & pitch depending on the audience.
  - Ability to network with, and influence, senior people / stakeholders both internally and externally in order to achieve a pre-defined outcome.
  - Performance management of customers.
  - Ability to focus on the achievement of financial targets and view issues in terms of costs, profits, markets and added value.
  - Good working knowledge of MS Word, Excel and ability to use databases for recording and reporting.
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## DESIRABLE:

- Knowledge of the fire industry.
  - Knowledge of specifications and project processes.
  - Knowledge of selling both capital equipment and recurring monthly revenue approaches / leasing models.
  - Experience in managing a market-wide distribution base.
  - Electronic product knowledge / understanding an advantage.
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## COMPANY VALUES:

1. **Safety**  
It's important to our customers and our employees. It's why we're in business.
2. **People**  
Where talented people are empowered and inspired to contribute, grow and thrive.
3. **Innovation**  
We like to lead, shape the market and challenge the norm.
4. **Responsibility**  
Success on any major scale requires us to accept responsibility. We embrace responsibility and take ownership in all that we do.
5. **Integrity**  
Always honest, open, ethical, and fair. People trust us to stick to our word.
6. **Teamwork**  
Close collaboration is vital to success at all levels. Teamwork stands as one of our highest priority.

## COMPETENCIES:

1. **Commercial Acumen**
2. **Builds Effective Relationships**
3. **Teamwork**
4. **Planning and Organisation**
5. **Communication**
6. **Influencing**