

Job Specification – New Business Sales

Job Title	New Business Sales	Location	Reading, UK
Reporting to	Sales Manager	Issued	September 2021

Scope of Role

This role will be focused on identifying and developing sales growth for the organisation from primarily new business although some existing account management may be required. You will work in conjunction with the sales team and be responsible for sales growth in new business clients with the aim of achieving the organisations plan for growth

Being responsible for new business you will be expected to contribute effectively to sales growth, a sound commercial background will be required and you will need to demonstrate a high level of personal integrity. You will work in close conjunction with the Managing Director and the Sales Manager in order to achieve company targets and put together a sales strategy for developing new business for the company.

The Company prides itself on its strong ethical approach to business and the successful candidate will need to fit in with this culture.

Background and Experience

The person selected for this position should ideally have at least 5 years B2B direct sales experience, selling a niche product into predominately SME's. Experience of sheet metal or a related industry would be advantageous.

The successful candidate will be able to demonstrate a track record of creating new business relationships with potential clients, building and developing sales forecasting methods and the ability to be able to increase margins and revenue.

The person will need to work in a culture that emphasises the partnership approach and be effective in working with the management team that reaches decisions by consensus.

Responsibilities

- Research and identify new business opportunities - including new markets, growth areas, trends, customers, partnerships, products and services - or new ways of reaching existing markets
- Maintain and increase sales revenue and profitability by promoting the company's services and capabilities
- Create a clear and quantifiable plan to achieve the new business sales targets set, contributing to the overall growth of the company
- Identify ways by which the company can improve its presence in the market and, with approval, implement strategies which will increase Bion's penetration of every relevant sector
- Monitor potential threats to the company's revenues and devise strategies to overcome them. Spot opportunities, trends and risks emerging and create competitive offerings to capitalise on them
- Develop, review and implement new business strategies
- Prepare sales reports and forecasts

Core Competencies

- Previous B2B sales experience
- Excellent knowledge of Microsoft Office, in particular Excel & experience of using CRM systems
- Strong negotiating skills
- Proven track record in meeting or exceeding sales targets in B2B SME markets
- Strong communication in both written and verbal forms

Desirables

- HNC/D in Mechanical Engineering or time served apprenticeship
- Professional sales training
- Knowledge of the perforating market

Personal attributes

- Honest with high level of personal integrity
- Successfully able to work under own initiative
- Superior attention to detail
- Be consistent and dependable
- Self-motivated, resilient and persistent
- Care about the customer's interest
- Goal orientated and focussed