

# Business Development Manager

**Role Purpose:** Responsible for consistently meeting and exceeding personal new business sales targets in relation to target market – current key accountabilities are the products and services

**Line Manager:** Head of Business Development/Sector Sales Director

**Direct Reports:** None

## Accountabilities

- Ensure that new business sales targets are met for sector solutions
- Focus on strategic new business opportunities.
- Support business development team in managing and winning tactical sales opportunities
- Work closely with business development team members to ensure their optimised contribution to Amor as well as their own personal progression
- Identification of new business development opportunities within target markets
- Work closely with marketing and pre-sales personnel to ensure new business opportunities are managed effectively and messaging is in-line with industry trends
- Developing & maintaining relationships with key industry decision makers

## Key Relationships

### External

- Customers
- Prospective customers
- Industry leaders
- Partners
- Business Development Specialist

### Internal

- Pre-sales technical resource
- Marketing manager
- Delivery Director
- Senior sales team

## Impact

- Success of new business sales targets for sector
- Relationships with customers, prospects, industry leaders and partners

## Authority

- **Bid/No bid decisions**
- **Lead generation activities**

## Outcomes

**Personal Sales targets are met and exceeded, in line with the overall Sector new business growth strategy**

# BDM: Competencies

## One Amor Competencies

- Being confident - Courage of convictions
- Commercial awareness - Driving growth
- Influencing - Complex influencing
- Creative thinking - Making sense of complexity
- Leveraging relationships - Navigator
- Delivering results – Persevering
- Inspiring others – Enabling Independence
- Managing people - Energising

## Functional/professional competencies

- Ability to develop and execute complex sales strategies
- More than 5 years experience in complex 'new-business' software/IT sales to the sector market or equivalent
- Proven track record of selling to a diverse range of global markets
- Consistent top salesperson
- Experience of structured sales methodologies recognised to be suitable for managing complex sales. E.g. Solution Selling, SPIN, Strategic Selling, Power Base and MADKAM.