

Business Development Manager – Labels (Melbourne)

Position Description



Position Title:	Business Development Manager – Labels (Melbourne)		
Reports to:	Sales Manager VIC		
Direct Reports:	None		
Financial Delegations:	None		
Division:	insignia	Dept:	Label Sales
Location:	MEL	Creation Date:	22/04/14

Company Overview

insignia is a national label manufacturing business with a strong focus on providing valued solutions to its customers. Part of the Winson Group, insignia has an unwavering passion to help Australian businesses compete. Our values, our people, our products and our services have been the platform for nearly 50 years of being an indispensable partner for our customers.

Our Promise:

- Market leading products
- Nationwide coverage
- Expertise across all industries
- Delivered with personable service and support, diligence and professionalism

Group Cores Values: Honour; Ownership and Commitment; Change for Strength; Diligence

Position Overview & Organisational Requirements

Position Summary:

This position is focused on generating sales and growing business with mid to corporate customers for products represented within an allocated territory.

Organisational Requirements:

- All positions within the Winson Group will support the achievement of our Mission.
- When dealing with our colleagues, customers and the community, all employees are required to act in accordance with the company's stated values and behaviours, customs and practices.
- Employees are required to comply with all relevant legislation, laws, regulations, standards, codes and the Group's policies and procedures.
- Employees are required to take reasonable care of their own health and safety and the health and safety of other people, including people working under their supervision or direction, in accordance with the Workplace Health and Safety Legislation, relevant to each state.

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Key Responsibility Areas

- Display behaviours consistent with the stated Winson Values

Primary Sales Responsibilities

- Close/win business development opportunities to meet or exceed monthly and annual budgets.
- Contact prospective customers, and maintain strong relationships and repeat call processes, in line with the business development plan to identify and generate opportunities with mid sized to corporate customers.
- Actively pursue leads and prospects on a daily basis, qualifying their sales potential.
- Maintain a consistent presence in the field meeting new prospects.
- Follow sales SOP in line with customer potential.
- Manage the sales pipeline; balance short, mid and long term opportunities to meet targets.
- Formulate quality quotations and formal business presentations in line with the SOP.
- Manage project hand overs and assist in achievement of a quality project delivery, in line with company processes.
- Determine what leads have potential for other teams, and forward to the relevant parties.
- Manage a portfolio of predefined Key Corporate Accounts in line with activities pertaining to a Corporate Account Manager role.
- Acquire and maintain an acceptable level of product knowledge in order to successfully evaluate, and identify potential business opportunities for other product areas of the business.
- Quote prices, credit terms and other product specifications.
- Complete all required new business documentation and record all actions accurately in Navision and CRM.
- Utilise insignia process and tools in Navision for opportunity handling and reporting.
- Develop an Account Management Plan for each account, including key personnel, total value of label and ribbon business, percentage of business that we currently enjoy, areas for growth and strategies for growth.

Product Knowledge

- Maintain specialised knowledge of the products represented together with a complete understanding of all facets of the insignia Labels product range – usages, features and benefits.
- Develop a full understanding of all consumables sold for System Department products, their characteristics, application and industry.
- Develop an understanding of insignia's operating and administrative systems.

Market Research and Planning

- Understand opposition product and pricing, their weaknesses and competitive advantages.
- Provide input into the Business Development Plan for allocated territory.

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- Provide input into the development of effective advertising and promotional campaigns and lead generation.
- Maintain awareness of Vertical Market opportunities and present these to the team for development of campaigns to leverage off of these opportunities.
- Ensure continued understanding of the customers' markets and their needs, addressing issues and concerns to add value to our services and products.
- Understand Business Partners to develop and grow relationships to increase sales.

Customer Service

- Provide exceptional customer service with a high attention to detail.
- Answer customer questions about the assigned product group.
- Carry out repeat call SOP and consult with clients (post sales) to resolve problems and ensure they receive on-going support.
- Document all NCT's (non conforming transactions) in line with the SOP.
- Work within defined SOPs to ensure the effective delivery of projects.

Sales Administration

- Track all business development activity using the SOP.
- Ensure all sales documentation is completed in full and on time as per the SOP.
- Prepare reports on business development activity and opportunities.
- Ensure that orders are processed correctly and shipped on time.
- Record KPI data using the SOP.

General

- Work towards continual improvement and contribute to the development of company functions, projects and programs.
- Provide required information for fortnightly and monthly sales reports.
- Develop understanding of broader company processes.
- Contribute positively to the department's defined culture.

Key Competencies/Experience

Key Competencies

- **Sales and Marketing:** Recognises business opportunities in a variety of situations and interactions and actively seeks out, makes and closes sales. Has knowledge of principles and methods for selling and promoting technical products and services to corporate customers. (This includes marketing strategy and tactics, research techniques, product demonstration, sales techniques, and sales control systems.)

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- **Accountability:** Takes ownership for actions; follows through on commitments and meeting deadlines.
- **Customer Service:** Anticipates and responds to customer needs by seeking and acting on their feedback. Collaborates internally to create the best outcome for the customer. Has knowledge of principles and processes for providing customer services.
- **Builds and sustains relationships:** Establishes open and trusting relationships. Builds, maintains and leverages relationships both within and outside the organisation; influences key decisions.
- **Communicates with impact:** Writes and presents both technical and non-technical information in a clear, concise and persuasive manner.
- **Market and product knowledge:** Knowledge of the labelling and coding equipment industry, insignia's major competitors, and insignia customers.

Experience

- Previous experience in business development or sales representative role.
- 3-5 years+ in a role involved in Face to Face customer meetings
- Previous experience in a new business sales role.

Key Performance Indicators (KPI)

- Behaviours are aligned to Winson's stated Values and Behaviours
- Achievement of team and personal sales targets/budget
- Achievement of Team GP Margin targets and budgets.
- Achievement of business development activity targets (prospect meetings and new opportunities)
- Achievement of customer feedback and NCT targets
- Achievement of closed sales target rate

Qualifications

- 3-5 years+ business to business sales experience

Mandatory Criteria

- Car License

Specific Requirements of the Position

- Availability for travel when necessary

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Key Stakeholders

Internal

- Sales Manager VIC
- Head of Sales
- Customer Care Manager
- Head of Customer Experience
- Systems Department team members

External

- Alliances and OEM's
- Customers

Authorisation

Please sign to confirm that this Position Description has been discussed by both parties.

Employee Name & Signature _____ Date _____
Manager Name & Signature _____ Date _____