

Business Development Manager – VIP

Position Description



Position Title:	Business Development Manager – VIP		
Reports to:	Head of Sales		
Direct Reports:	None		
Financial Delegations:	None		
Division:	insignia	Dept:	Sales
Location:	SYD/VIC	Creation Date:	22/06/11

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 for products represented within an allocated territory. This will involve many aspects of business development such as end user and corporate sales, alliance development and management and contribution to marketing and business strategy.

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

- Meet or exceed monthly and annual budgets.
- Identify and generate opportunities through sales and business efforts, raising these within the opportunity section of Navision.
- Formulate quality quotations and formal business presentations.
- Follow-up opportunities with timelines clearly defined and met for each action in the sales process, recorded as Interactions in Navision.
- Close/win opportunities utilising the Navision process.
- Manage project hand overs and assist in achievement of a quality project delivery, in line with company processes.
- Maintain a consistent presence in the field meeting new prospects

Product Knowledge

- Maintain specialised knowledge of the products represented together with a complete understanding of all facets of the Systems Department Product Range – its usages, features and benefits.
- Develop a full understanding of all consumables sold for System Department products, their characteristics, application and industry.
- Provide customers with informative answers to their enquiries, and determine the best application of equipment to each customer's circumstances.
- Ensure correct Service and Warranty procedures are adopted.
- Develop an understanding of insignia's operating and administrative systems.

Market Awareness

- Understand opposition product and pricing, their weaknesses and the competitive advantages that our products offer over these products.
- Actively pursue leads and prospects on a daily basis, qualifying their sales potential.
- 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 systems 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, and Order Processing

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- Provide exceptional customer service with a high attention to detail.
- Provide accurate and complete order paperwork to ensure that all relevant information is available when processing customer's orders.
- Collect and collate accurate and relevant data pertaining to all work performed.
- Ensure that orders are processed correctly and shipped on time.
- Determine what leads have potential for other teams, and forward to the relevant parties.
- Work within identified SOPs to assist in the effective delivery of projects.

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

- Business development and related sales skills and processes pertinent to the systems department.
- Detailed understanding of the systems department, our market, customers and potential customers.
- Ability to work and communicate with a broad range of people, both internally and externally.
- Strong skills in communication, administration and time management.
- Intermediate skills in utilising the MS Office suite of products.
- Proven understanding of the labelling and coding equipment industry and insignia's major competitors.
- Demonstrated drive and passion to contribute to the department's grow, through disciplined effort.

Experience

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

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Key Performance Indicators (KPI)

- Behaviours are aligned to Winson's stated Values and Behaviours
- Achievement of state budget
- 60 prospect calls per month
- 30 Introduction meetings per month
- 50 follow-up calls per month
- Raising of 15 new opportunities per month
- 10 presentations/quotations per month
- No performance discussions in relation to poor cultural/behavioural issues.
- Rating of at least 3 in relation to product knowledge in performance review by manager
- Rating of at least 4 in relation to warehouse and distribution market awareness in performance review by manager
- Rating of at least 4 in relation to customer service approach in performance review by manager
- 0 NCT's

Qualifications

- 3+ years business to business sales experience

Mandatory Criteria

- Unrestricted motor vehicle license

Specific Requirements of the Position

- Availability for a minimum of 4 corporate & team conferences per year.

Key Stakeholders

Internal

- Head of Sales
- Product Manager VIP
- Technical Support Manager
- Customer Care Manager
- Systems Department team members

External

- Alliances and OEM's
- Customers

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Authorisation

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

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