

## Role Profile & Person Specification

<b>Job Title:</b>	Business Development Manager
<b>Department:</b>	Business Development
<b>Location:</b>	Remote. Region is Northern England & Scotland
<b>Role reports to:</b>	UK Business Development Manager

### Role Profile

#### Purpose of Role

The role consists of key account management and maintenance of existing customer and member relationships. In-line with agreed targets, you'll contribute to growth via development of new business opportunities. You will assist with the delivery of IMI strategic priorities and be a source of industry intelligence, feeding back into the business to inform future direction of strategy, products and services.

#### Key Responsibilities:

##### ***Business development and sales (80%)***

- Generating sales through building relationships, analysing/qualifying the customer needs, selling and closing sales opportunities
- Establish and maintain external partner relationships as necessary to support delivery for services for member groups, e.g., centres, OEM, NSC, Dealers, independents, members, partners and stakeholders
- Present the breadth of IMI solutions to customer and stakeholder groups in various situations including sector engagement and industry events
- Build and manage the sales pipeline
- Agreeing product packages and bespoke financial customer agreement through to the point of sale
- Liaise with appropriate departments to ensure the customer journey provides a positive customer experience
- Carrying out target key account management and closing upsell opportunities with existing customers
- Manage regional coverage of customers and stakeholders within the designated territory via effective customer, appointment and diary management

##### ***Business Reporting, forecasting & administration (15%)***

- Adhere to required reporting requirements as directed by the business.
- Establish and maintain data/sales analysis tools and processes to aid reporting of sales activity and sector intelligence

##### ***Wider Function (5%)***

- Contributing to IMI growth and business efficiencies via cross business working
- Involvement within projects that deliver on the strategic objectives

**Key Performance Indicators:**

- Regional and personal sales and growth targets
- New sales conversions and upsell to existing customers
- Customer service standards and customer satisfaction
- Behaving in accordance with IMI Values
- Events and engagement KPIs

**Key Relationships:**

- External customers and stakeholders
- IMI Approved Centres and automotive sector within the agreed territories (UK and international)

**Job Context:**

- The job-holder reports to UK Business Development Manager
- Job holder is a Function Manager

**Job Dimensions:**

- Operates as a self-sufficient manager with high level of responsibility & authority within role
- Responsible for implementing/delivering relevant parts of business plan/strategy
- Constrained by company policies and procedures
- Proactively identifies how procedures & policies can be adapted to better suit the needs of the organisation
- Comprehensive automotive industry and education sector theoretical and practical knowledge required to be effective (usually attained through a number of years of experience)
- Communication involves a high level of negotiation/persuasion or advising/guiding/influencing using specialist knowledge
- Job-holder has no direct reports

**Authority Level:**

- Financial - Job-holder will be required to seek efficiencies and operate within budgeted expenses
- Operational - Agree bespoke financial customer agreements within the agreed parameters and margins

**Person Specification**

**Essential Knowledge & Skills**

- Consultative selling and business development
- Confident in presenting to both small and large audiences
- Relationship building and management
- High level Influencing
- Commercial acumen and securing deals
- Education or professional body sector
- Automotive retail sector
- Excellent interpersonal and communication including: oral, written, report and proposal writing
- Data analysis

<ul style="list-style-type: none"> <li>I.T. / systems literacy</li> </ul>
<b>Desirable Knowledge &amp; Skills</b> <ul style="list-style-type: none"> <li>Awarding and professional body operations</li> </ul>
<b>Required Competences</b> <ul style="list-style-type: none"> <li>Business development</li> <li>Influencing</li> <li>Relationship-building</li> <li>Networking</li> </ul>
<b>Essential Qualifications:</b> <ul style="list-style-type: none"> <li>Sales training and or qualifications</li> <li>Training and or education qualifications</li> </ul>
<b>Other Requirements</b> <ul style="list-style-type: none"> <li>To be flexible in hours worked for a 35 hr week (7hr a day) to cover core business hours of 08:00-18:00</li> <li>Extensive UK travel</li> <li>Be able to undertake nights away from home and work outside of core business hours</li> <li>Full driving licence</li> </ul>