

## Job description

<b>Job Title</b>	<b>Business Development Manager (BDM)</b>	
<b>Mission:</b>	To participate in achieving CDW group goals for 2021 and beyond, by driving results for the B2B (business to business) sector and contributing to the overall growth of the equipment sales business.	
<b>Outcomes</b>		<b>Comments</b>
	<ul style="list-style-type: none"> <li>• Research and identify new business opportunities - including new markets, growth areas, trends, customers, partnerships, products, and services - or new ways of reaching existing markets</li> <li>• Have a strong understanding of the businesses' products and services, our competition in the industry and latest market trends.</li> <li>• Deal with inbound sales inquiries, maintaining and recording accurate customer details within the company's CRM system.</li> <li>• Maintain relationships with existing customers to identify new prospects and recommend product solutions that fit their business needs while increasing the value of the customer</li> <li>• Collaborate cross-functionally with other departments throughout the company and wider group to find opportunities to develop, new processes and knowledge share.</li> <li>• Contacting Architects, Designers, Developers and Construction companies to generate new business</li> <li>• Provide weekly reports and analysis to updates on sales, opportunities, and pipeline status</li> </ul>	

## Key Competencies

- Must have relevant experience working within account management or sales in a b2b environment
- Understanding the needs of external and internal customers taking action and ownership to resolve problems, exceeds expectations and to develop business opportunities
- Good communication skills, both written and verbal, with a excellent phone manner, communicating information in a clear and precise way to suit the audience and achieve the right results
- Strategic thinker - analyzing processes, developing, and applying performance metrics, collecting data and producing analytics to make more informed decisions
- Strong personal presence with the ability to influence key stakeholders
- Tenacious, organised, analytical and commercially focused
- Excellent understanding of the Microsoft Office Package, computer skills and be quick to learn new software
- Able to work to work within a team but be able to make decisions independently when needed.
- Assertive and have a sense of urgency to meet deadlines
- Produces structured and logical emails, reports and presentations
- Understands the needs and goals of customers and other teams within the business
- Communication – Communicates information in a clear and precise way to suit the audience and achieve the right results
- Teamwork – establish effective team working relationships when operating with their own or other cross functional teams
- Customer Focus – understand s the needs of external and internal customers take action and ownership to resolve problems, exceeds expectations, to develop business
- Continuous improvement – drives Edgar’s forward by identifying and seizing opportunities creating ideas to continually improve performance
- Drive – persistent and resilient in their drive to achieve results, deliver high standards for themselves and their team and continuously improve the way things are done

- Objection Handling - Handling competitive, price, resource, and risk challenges to proposed solutions from largest prospects and current customers; enabling responses to objections; gaining prospect/customer acceptance to proposed solutions
- Oral Communication - Demonstrates public speaking skills in front of large internal and external audiences; presents company solutions to sales force and fellow executive audiences using formal slideware produced on their own or by others; captures attention and audience engagement when presenting
- Problem Solving - Determining root cause of customer problems; developing solutions; overseeing and helping the customer achieve resolution
- Adaptability - Thriving in a company environment of rapid change; reacting to management initiatives; taking the "customer view"; adopting customer corporate 'perspective'; accepting change to business/personal situations
- Energy – the right balance of pace of work; performance consistency; attitude; impact of energy level on others

## Red Flags

- Fails to support the marketing and wider teams or has little time for them
- Fails to listen or misunderstands customers' needs
- Fails to get back to stakeholders following enquires or queries
- Is complacent about customer service
- Avoids or ignores opportunities to develop and improve the business
- Puts own agenda ahead of the team
- Does not allow for 2-way conversations or feedback
- Passes the buck or blames others
- Is arrogant, overconfident, intimidating, and aggressive
- Panics under pressure
- Does just enough to get by
- Lacks passion
- Lacks accountability and frequently misses deadlines