**Job Title:** Business Development Manager (External)

**Reports To:** B2B Sales Team Manager

**Location:** Home working & Tobermore Office

**Job Summary:**

A Business Development Manager (External) focuses on identifying new business opportunities (projects or high level customer meetings) with key customer groups within the commercial market. These include Main Contractors and Groundworkers. A Business Development Manager (External) understands the market, the customers and provides hard landscaping design support, product options or prices in order to generate a new business lead, which is passed to the relevant Commercial Sales Manager to convert into a new Tobermore order.

**Responsibilities:**

1. Identify new projects by scrutinizing planning leads & Barbour ABI.
2. Contact customers unknown to the business to gain new projects.
3. Identify new contacts through LinkedIn or other sources to gain a new business meeting or project.
4. Visit construction sites to gain information and provide prices and Tobermore support, in order to establish it as a new business opportunity.
5. Support the product sales strategies by generating new business leads in line with these.
6. Support the customer sales strategies by generating new business leads with these customers.
7. Work closely with the Specification, Retaining Wall, Commercial, Keyline and House Building teams to provide support in the form of new business opportunities that grow their sales and specifications.
8. Provide support to the Specification, Retaining Wall, Commercial, Keyline and House Building teams when required to help win an order or specification.
9. Continuously review market conditions for Tobermore high value products, understanding the Tobermore point of difference and identifying gaps or areas to increase sales and specifications.
10. Adapt to market and sales gaps identified by targeting new business opportunities.
11. Update CRM with all customer information, account details and project information.
12. Plan Outlook diary one month in advance for all proactive work.
13. Play an active role in team meetings, sharing ideas, feedback and knowledge.
14. Work closely with the Marketing Manager for B2B to drive new business opportunities within your region.
15. Work closely with Pricing to provide rates for products on new projects identified.
16. Build strong relationships and work collaboratively with all other relevant internal teams to ensure company objectives are achieved.
17. Build and maintain relationships with the market/industry through attendance at industry related events as required.
18. Actively use PowerBI data to monitor regional and individual results to identify where new business support is best allocated.
19. Carry out tasks as required and deemed within your competence by your manager.

**This job description is not exhaustive and serves only to highlight the main requirement of the post holder. The job description will be reviewed regularly and may be subject to change.**

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| **Employee Signature** |  |
| **Date** |  |
| **Manager Signature** |  |
| **Date** |  |