



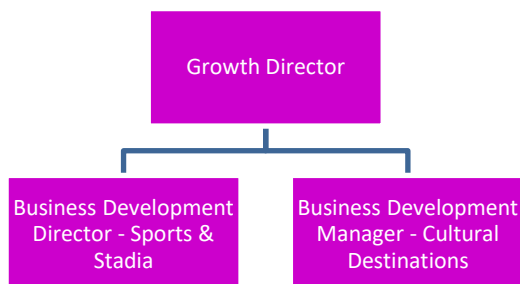
Job Description: Business Development – Sodexo Live!

Function:	Sales & Retention
Position:	Business Development Manager, Cultural Destinations – Sodexo Live! UK&I
Job holder:	TBC
Date (in job since):	TBC
Immediate manager (N+1 Job title and name):	Growth Director
Additional reporting line to:	
Position location:	No fixed place of work – travel required across the UK on a regular basis

1. Purpose of the Job – State concisely the aim of the job.

The Business Development Manager for Cultural Destinations will be responsible for identifying and developing new business opportunities, forging strategic partnerships, and driving revenue growth. This role requires a passion for cultural heritage, a deep understanding of the hospitality industry that can be used to influence both internal and external decisions, and a proven track record in business development.

2. Organization chart – Indicate schematically the position of the job within the organization. It is sufficient to indicate one hierarchical level above (including possible functional boss) and, if applicable, one below the position. In the horizontal direction, the other jobs reporting to the same superior should be indicated.

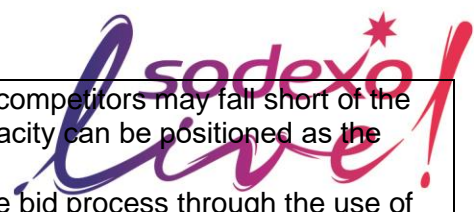


3. Context and main issues – Describe the most difficult types of problems the jobholder has to face (internal or external to Sodexo Live!) and/or the regulations, guidelines, practices that are to be adhered to.

- Take ownership of qualified opportunities in the pre-tender phase, building relationships with key client decision makers for specific pursuits and building a detailed understanding of their wants and needs to define their desired outputs and outcomes for the contract.
- Develop a detailed client-specific win strategy for each opportunity; clearly articulating win themes based on client needs (with hard outputs/outcomes where possible) and Sodexo Live! differentiators (with evidence)
- Ensure that the solution is informed by the latest developments in Sodexo Live! products and services, leverages solutions and technological best practice being developed elsewhere in the business yet clearly ties back to client wants and needs, the requirements of the tender document and represents the best offer Sodexo Live! can make for the project.
- Own the production and submission of commercially competitive pricing and legal submissions and compelling and high-scoring quality submissions to maximise Sodexo Live!'s position against competitors.
- Ensure all activity is undertaken in accordance with Sodexo Live! and client/government compliance requirements.
- Extensive UK travel required

4. Main assignments – Indicate the main activities / duties to be conducted in the job.

- Support the Growth Director in developing a validated pipeline with a qualified view of high-potential and must win opportunities.
- Support the Strategy and Marketing team in developing products, brand strengthening activities and marketing campaigns by using market and client insight, including an understanding of competitor activity.
- Own a portfolio of qualified opportunities likely to come to market within a period of <24 months, building on insight provided by the Growth Director to inform prioritisation of pursuits and final bid/no bid decisions
- Ensure all opportunities are up-to-date in the CRM system in line with Sodexo Live! guidance at all times
- Build relationships with key client decision makers and use the intelligence gained through conversations and workshops assess Sodexo Live!'s chances of winning and to develop a detailed view of key client wants and needs
- Use your understanding of client needs & pain points to develop a client-specific win strategy for the opportunity;
 - detailing a number of core win themes and linking these to potential solution options which will drive specific outputs or outcomes for the client.
 - identifying stand-out differentiators for Sodexo Live! and the evidence required to position these with the client.



- considering areas of the specification or client needs where competitors may fall short of the requirement so that Sodexo Live!'s specific capability or capacity can be positioned as the low-risk option

considering how the win-strategy can be brought to life within the bid process through the use of client/site specific materials.

- Lead the development of a competitive and compelling performance focussed solution which clearly meets the requirements, is capable of delivering the outputs and outcomes derived from the assessment of client needs and wants yet is resourced to a cost-competitive level.
- Ensure the quality submission for each bid is technically complete in showcasing Sodexo Live! ability to meet the requirements, contains sufficient detail to ensure compliance, is easy to read, uses graphics where they add value, is client specific, contains evidence which supports performance claims and is actively focussed on obtaining the maximum possible quality score as per any guidance provided as part of the tender documents, including a scoring matrix where provided.
- Actively support the development of the commercial response by critically challenging proposed positions on contract terms and conditions, KPIs, performance mechanisms etc...
- Ensure that all bid documents are submitted to a high quality i.e. reviewed for quality and scoring potential, spell-checked/sense-checked, compliant, professionally designed and easy for the reader to understand
- Lead the process to sign-off the offer prior to submission in compliance with established Sodexo Live! process; ensuring that all risks and issues are clearly identified and mitigated and that those signing off the submission are aware of and content with any residual issues which may impact contract performance.
- Utilise all post-submission contact with the client as an opportunity to enhance the tender submission by seeking to understand the reason behind the clarification request and adding further detail and reassurance where required to offset any potential risks or underpin our offer
- Lead any negotiation activity; utilising specialist or senior support where required to ensure that Sodexo Live!'s position at sign-off is not diminished through negotiation and gaining approval from the Growth Director, Finance Director and CEO for any material changes.
- Undertakes any other reasonable activity to support the growth of the Sodexo Live! UK&I business as required by the Growth Director.
- Successfully and proactively manage consultants to support the delivery of a successful Sodexo Live! bid.
- Fully embed the Clients for Life process in every aspect of the bid including post win / loss analysis as well as transition meetings.
- Support retention activity as it relates to both pre-emptive and tender processes within your remit.

5. Accountabilities – Give the 3 to 5 key outputs of the position vis-à-vis the organization; they should focus on end results, not duties or activities.

Prospecting

- Support the Growth Director in the development and ownership of prospecting opportunities in alignment with stated segment growth strategy.
- Develop senior prospect relationship so as to proactively influence the target client associated with the Sodexo Live! proposition and build web of influence with client team / Sodexo Live! team.
- Use senior prospect relationships to influence the scope/requirements of what comes to market so as to increase Sodexo Live!'s probability of converting the opportunity.
- Constantly look into the market activity and seek to secure new profitable business
- Develop strong relationships and solutions to increase client acquisition and retention
- Inform the continued development of the segment sales strategy and proposition development via courting prospective clients and obtaining market intelligence
- Where appropriate lead and support the business with major re-tenders and organic growth bids within existing contracts



- Build a strong pipeline and nurture potential client relationships so as to positively influence Sodexo Live!'s probability of conversion as opportunities come to market
- Approaching and engaging the right people within the client organisations to build a clear picture of not only the organisational requirements but the c-suite and other key decision makers and influencers
- Using the information gathered to truly engage the client, influence and guide the bid team accordingly

End to End Sales Process

- Support the segment in major rebids and organic growth of additional services through use of relationship management
- Create and manage account strategy plans for major prospects
- Work with the Bid solutioning capability to provide solution support to high value, complex bids where appropriate
- Support the Growth Director in segment business development planning, customer and competitor analysis
- Ensure best practice is delivered working with other departments and country entities in solutioning the best offer for Sodexo Live! and the client

Segment Growth Accountability

- Maintain on-going relationships with clients and internal personnel after award of contract to build on the Clients for Life philosophy
- Generate holistic solutions that are a compelling proposition to the client by addressing their business and consumer needs and differentiating Sodexo Live! from our competitors while being balanced with commercial requirements
- Ensure all solutions produced by bid or sales activity teams are in line with both Sodexo Live! and Client commercial models and how each generates profit
- All new business contracts achieve revenue and profitability targets and support the objectives of Sodexo Live! operations teams
- Ensure that all target prospects, existing clients and tender opportunities are qualified for building long term growth for Sodexo Live!

6. Person Specification – Indicate the skills, knowledge and experience that the job holder should require to conduct the role effectively

Essential

- Market awareness of the live industry
- Track record of innovation and change
- Positive industry recognition in chosen segment
- Experience in working with senior management to align sales strategies and solutions
- Must have experience of working a corporate/business focused environment
- Excellent negotiation skills, proven track record of successfully pitching for new business
- Proven track record of increasing revenue through generation of leads
- An excellent communicator with the ability to influence at a senior level
- Excellent presentation skills
- Commercially aware with solid business development and financial management skills
- Confident, ambitious and energetic with a persuasive manner and the ability to use your initiative
- Strong Business development skills required, industry specific experience essential
- Proven capability to effectively manage and mentor staff with various levels of skills and experience in a matrix style organisation



- Strong organisational skills and ability to bring together complex teams, precise scheduling and multiple and shifting priorities
- Demonstrated achievement in the design and implementation of new business development systems, policies and procedures
- Strong organisational skills and ability to manage complex teams, precise scheduling and multiple and shifting priorities

Key Competencies

- Focussing on client and end customer
- Strategy and implementation
- Growth and market creation
- Delivering stretched results
- Business and financial acumen
- Building people competitiveness
- Leading for excellence
- Driving for change
- Personal and influencing skills
- Promoting the brand
- Intellectual agility and eagerness to learn
- Sales acumen
- Industry acumen
- Drive to win
- Trusted client adviser
- Commercial acumen
- Strategic thinking

7. Management Approval – To be completed by document owner

Version	2	Date	August 2024
Document Owner			

8. Employee Approval – To be completed by employee

Employee Name		Date	
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