|  |  |  |  |
| --- | --- | --- | --- |
| **Position Title** | Business Development Manager | **Department** | Sales |
| **Generic Job Title** | Business Development Manager | **Segment** | Schools & Universities |
| **Team Band** | C | **Location** | UK – remote worker |
| **Reports to** | Business Development Director | **Office / Unit name** | N/A |

# JOB PURPOSE

To develop, grow and retain Sodexo business by working closely with the segment Business Development Director to achieve challenging growth and client retention targets. This requires prospecting and lead generation to contribute to the development of the sales pipeline in keeping with segment strategy. To have market and industry knowledge that can be used to influence both internal and external decisions.

## ACCOUNTABILITIES

## Prospecting

Support the business development director in the development and ownership of prospecting opportunities in alignment with stated segment sales strategy

Develop senior prospect relationships so as to proactively influence the target client associated with the Sodexo proposition / value

Use senior prospect relationships to influence the scope / requirements of what comes to market so as to increase Sodexo’s probability of converting the opportunity

Constantly look at 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

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, particularly priority 1 prospects aligned to segment strategy.

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 penetrate 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 Business Development Director in segment business development planning, customer and competitor analysis

Work closely with the PMO / Bid Solutioning capability to plan and resource BID solution development, where necessary contributing to the solutioning process

Ensure best practice is delivered working with other departments and country entities in solutioning the best offer for Sodexo 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 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 and Client commercial models and how each generates profit.

All new business contracts achieve revenue and profitability targets and support the objectives of Sodexo operations teams

Ensure that all target prospects, existing clients and tender opportunities are qualified for building long term growth for Sodexo

## KEY PERFORMANCE INDICTATORS (KPIs)

Sodexo has established c-suite relationships in place with targeted (prospect) and pipeline clients C-Suite relationships with clients are used to positively enhance Sodexo’s probability of conversion as opportunities come to market

Segments achieve agreed bid conversion rate of 1 in 3

Prospects presented into the pipeline pass acceptance criteria in relation to strategic alignment, revenue and profit benchmarks (i.e. quality prospects are entered into the pipeline for conversion purposes)

Competitive bid submissions delivered on time Retention of existing contracts

Additional, profitable service delivery within existing major clients Greater understanding of and deeper relationships with clients

Clear “handover” briefings are undertaken with mobilisation and operations team

* Developed bid pipeline

# DIMENSIONS

|  |  |  |
| --- | --- | --- |
|  | Focussing on client and customer | Sales acumen Industry acumen Drive to win  Trusted client adviser Commercial acumen Strategic thinking |
|  | Strategy and implementation |
|  | Growth and market creation |
| ***Competencies*** | Delivering stretched results |
|  | Business and financial acumen |
|  | Building people competitiveness |
|  | Leading for excellence |

|  |  |  |
| --- | --- | --- |
|  | Intellectual agility and eagerness to learn  Personal and influencing skills Driving for change  Promoting the brand |  |

**SKILLS, KNOWLEDGE & EXPERTISE**

Essential

Market awareness of business sector

Positive industry recognition in business sector

Experience in working with senior management to align sales strategies and solutions Must have experience of working in a 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

A minimum of 3 years of relevant professional experience in business development, CRM systems and processes

* Proven capacity 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.

**CONTEXTUAL OR OTHER INFORMATION**

Flexibility to travel within the UK