

Business Development Manager	Job Description
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Reports to:	Managing Director
Location:	Harrogate

Scope of the role

Energy Oasis is a carbon reduction and sustainability consultancy and project management firm based in Harrogate and works around the UK with various commercial clients. Working with the Sales and Operations team, to maximise the growth of the organisation, by creating and closing sales opportunities across Energy Oasis' core offerings of consultancy, energy monitoring, reduction and renewable generation. The role will require the postholder to have a strong sales background. Focus will placed on to converting new and existing leads.

2024 will see Energy Oasis grow significantly, and this position could potentially lead to a senior management role as the department grows.

Main responsibilities include:

Market Research and Analysis:

- o Conduct thorough market research to identify new business opportunities and industry trends.
- o Analyse competitor activities and market conditions to formulate effective business strategies.

Lead Generation and Prospecting:

- o Network within your target market to develop and maintain trusted, professional relationships to enable you to secure lighting sales
- o Short term - Identify and secure shorter gestation sales opportunities through installers, turnkey solution partners and other potentially suitable routes
- o Long term - Build pipeline and sales resilience, securing specification opportunities across projects and buildings within target market sectors.

- Regular travel to meet with client and convert new sales
- Be active on social media and within the wider Energy Oasis team, encouraging and developing cross selling opportunities by engaging with peers in your local area

Strategic Planning:

- Develop and implement strategic business development plans to achieve organisational goals and objectives
- Collaborate with colleagues to develop and deliver sales strategy and targets.

Client Relationship Management:

- Support and engage in customer meetings and presentations, face to face and remotely.
- Understand client needs and collaborate with colleagues and partners to tailor solutions that meet or exceed expectations.
- Customer relationship management - ensure that opportunities to grow the business are identified and that any customer issues are recognised, answered and addressed in a professional manner.

Proposal Development:

- Prepare and present compelling proposals and presentations to potential clients.
- Negotiate and close deals to achieve sales targets and revenue objectives.

Team Collaboration:

- Engage with design and technical support teams to deliver accurate solutions effectively and efficiently, continually building personal understanding and capabilities

Metrics and Reporting:

- Meet the annual profit plan targets, accelerating the sales pipeline and providing accurate forecasting for demand management and production scheduling through delivery of the lighting strategy
- Regular reporting on sales activity, key customers and new business opportunities through the establishment of key performance indicators (KPIs)
- Maximise the profitability of each customer whilst maintaining sensible ROI's

Requirements:

- A relevant degree in Business, Marketing, or a related field is preferred
- Proven sales performer, ideally within a lighting environment and with an existing, transferable sales pipeline.
- Experience of going out to market and finding business, in this field is growing aggressively and we are looking for a candidate motivated to increase business

Person Specification

Skills

- A team player, driven, full appreciation of the sales cycle with an ability to navigate it effectively to secure sales, a consultative & detailed approach, confident presenter & IT literate across Microsoft specific platforms
- Proven experience in business development, sales, or a related role
- Familiarity with CRM software and other business development tools
- Strong understanding of industry trends and market dynamics
- High level electrical principles would be of benefit - or experience of understanding practical elements of a project
- Experience of working with a route to market - end user - solution driven
- Be comfortable in interacting with all levels of organisations and enjoy building relationships both internally and externally displaying confidence and gaining trust
- Able to adapt personal style to suit the circumstances of a situation and so enable issues and projects to move forward in a constructive and positive manner
- Ability to work collaboratively with others.
- Able to influence at senior levels
- Excellent communication skills both oral, written and presentational
- Excellent interpersonal skills with strong negotiating and persuasion abilities and the ability to build strong and constructive business relations
- Ability to confidently make proposals and challenge decisions constructively
- Proven ability to focus on the customers, understanding their needs and expectations, in order to deliver high quality services.
- Excellent attention to detail
- Full UK Driving Licence and Car

Education

- Degree or equivalent

Attitude

- Self-motivated
- Focused
- Persistent
- Task Driven

Behaviour

- Enthusiastic and demonstrates self-belief.