

JOB SPECIFICATION

JOB TITLE: International Business Development Manager

RESPONSIBLE TO: Sales Manager

OBJECTIVE:

To be responsible for the Overseas Sales operations within International Sales for Middle East, working with established resellers / distributors, end users and consultants, the development of new resellers and to ensure annual sales targets as agreed with the Board are achieved.

To ensure Annual sales targets as agreed with the Sales Director are achieved by calling on prospective customers to discuss requirements.

Principal Duties and Responsibilities

- 1 Investigate and develop projects and generate sales within the territory stated above including new sales opportunities within the existing portfolio of accounts and to actively follow up to conclusion whilst maintaining pricing levels to ensure maximum profitability within market constraints and to actively follow up to conclusion.
- 2 Liaise and manage relationships with Specifiers, Consultants and Architects with the objective of ensuring the company are specified on larger bespoke projects.
- 3 Continual appraisal of the market, identifying and promoting sales opportunities to ensure maximum market share, including new territories and new re-sellers.
- 4 To find, recommend and appoint new Re-sellers, Distributors and Sales Outlets overseas and to service them as necessary.
- 5 To prepare a Sales Forecast for your targets in the territory stated above and agree with the Sales Director.
- 6 To formulate objective call plans and cover the sales area on a regular and constructive basis.
- 7 Providing and monitoring a detailed monthly order forecast and lost order analysis. This is to be presented to the Sales Director at the end of each month.
- 8 Continual appraisal of the market, identifying and promoting sales opportunities to ensure maximum market share.
- 9 To service and extend business with new and existing customers.
- 10 To liaise with the Sales Director with respect to pricing on opportunities below the set margin for your sales territory.
- 11 To ensure new sales project opportunities are added to and maintained in the CRM software and quote generations are performed via the buddy system in the Sales Administration team in line with the Abacus sales process and Quality systems.

- 12 Maintenance and addition of customer and contact records ensuring it is accurate and up to date.
- 13 To ensure efficient, timely and accurate processing of enquiries and orders.
- 14 Remain customer focused at all times, assisting with progress chasing & coordination in order to facilitate excellent customer relations.
- 15 Effective communication with internal staff and International Sales Manager as necessary.
- 16 Be aware of opportunities to cross sell all Abacus products and services.
- 17 To maintain an understanding of export documentation and shipping requirements and to comply with relevant local country processes.
- 18 Liaising with Sales Director regarding pricing, contract conditions and order processing.
- 19 To ensure all your contracts are completed satisfactorily in accordance with the terms and conditions.
- 20 To ensure the effective liaising with the Lighting Design Department, Technical Departments, Finance Department, Engineering Applications and Installations Department.
- 21 To ensure through liaison with the above any technical issues are resolved to ensure specifications and standards are achieved and that company products are working effectively and the customer is satisfied with the service provided.
- 22 Maintain an awareness of developments in products and competitor activity and report any relevant findings to the Sales Director and any other appropriate departments.
- 23 Maintain an awareness of developments in sales techniques and technology to ensure that the Company maintains and develops its competitive position.
- 24 Maintain contact with the QA and despatch department in relation to inspection of goods where appropriate and meeting deadlines of despatches.
- 25 To attend exhibitions as required and represent the Company in a professional manner.
- 26 To carry out product demonstrations to customers both on site and at Abacus as and when required.
- 27 Undertake additional administration tasks as identified by Sales Director.
- 28 To ensure all quality related issues and complaints are raised in line with the Company Quality Procedure and followed up accordingly.
- 29 To liaise with customers, colleagues and works personnel on technical and commercial aspects as and when required.

Key Performance Indicators are measured on:

- Customer facing meetings
- Sourcing of New Opportunities
- Achievement of Sales Target.

The successful Candidate will be expected to;

- Provide 3 month Sales Forecasts on a monthly basis.
- Attend monthly sales meetings via teams monthly and in person at head office UK quarterly.
- Attend Major Project meetings when required.