

JOB DESCRIPTION

TITLE: Business Development Manager - North

DIVISION: Sales Division

LOCATION: Home Based

REPORTING: Managing Director

COMPANY: Wilcomatic are the UK's leading supplier of vehicle washing and maintenance. Acting as the UK's sole provider of high quality German manufactured vehicle wash equipment manufactured by Otto Christ, the company has a wide range equipment to suit all customer needs backed up by a first class, national service operation.

JOB PURPOSE: To represent the company in all forms of sales and marketing activity with respect to private and commercial sales.

ACCOUNTABILITIES:

- Prospect and develop sales with a view to proposing sales solutions that best meet the customers' requirements both technically and financially.
- Propose and sell wash equipment, service, chemicals and civil works with a view to achieving or exceeding sales budgets agreed at the beginning of each financial year.
- Maintain up to date knowledge of all technical aspects of the company's equipment and service portfolio with a view to portraying such knowledge to gain a competitive sales advantage.
- Maintain up to date knowledge of all competitor's equipment, service and pricing with a view to using such knowledge to gain a competitive advantage. Communicate such knowledge with the team and with Christ as required or deemed appropriate.
- Prospect, develop and maintain customer relationships for both single site operators, multi-site operators and national companies who have both car wash and/or commercial wash requirements with a view to selling equipment, service and/or chemical products. Develop national accounts with major customers negotiating and maintaining equipment supply and service agreements on a country wide basis.

- Take responsibility for costing and presenting all sales proposals to maximise company profitability in accordance with targets set.
- In consultation with the service division and installation departments, take responsibility for all technical information required from sale through to installation including site check and associated documentation.
- Maintain a database and records of all sales prospects and report progress on 'as required basis.'
- Develop marketing strategies and take responsibility for the formation and delivery of the company marketing budget relating to the area of car wash and commercial wash sales. This may include: hospitality, exhibitions, advertising and public relations.
- Develop and maintain a relationship with our suppliers to ensure a two way flow of information, local conditions, sales initiatives, discount negotiations, equipment upgrades and modifications and hosted customer visits.
- Maintain and update a data base of contact details, prospects, correspondence and associated quotations using the company 'Customer Relationship Management' system.

General:

- Communicate effectively with all colleagues to ensure that work is being carried out efficiently and in a timely manner.
- To adhere to all health and safety and ISO procedures as outlined in the Company's procedures.

This list is not exhaustive, and you may be required to carry out additional duties as and when instructed by the management of the Company.

KEY PERFORMANCE INDICATORS:

- Sales turnover against budget as agreed and in consultation with your line manager.
- Sales gross profit generated against budget and measured to monthly company accounts.
- Other financial targets as set.
- Accurate and timely reporting as required.
- Accurate and timely inputting on the 'Customer Relationship Management' system.

- Sales documentation completed in line with company process
- Satisfied customer at point of commissioning in respect of sales specification against actual.

KNOWLEDGE / SKILLS / EXPERIENCE / PERSON:

Essential:

- To be based in the North of England
- Proven record of selling B2B capital equipment
- Proven track record of an ability to work to or exceed sales based targets
- Have excellent communication skills both written and verbal and able to demonstrate that you are used to working closely with both internal and external customers.
- Strong IT skills
- Full UK driving licence as site attendance may be required.

Desirable:

- Technical/engineering background

REMUNERATION PACKAGE:

- Hours of Work:** 37.5 hrs with an hour for lunch (unpaid).
Monday to Friday 9am to 530pm plus 1 hour unpaid lunch each day.
- Notice Period:** 1 week during the probationary period and 3 months thereafter.
- Holidays:** 22 days per annum plus bank/public holidays. In addition, an increment of 1 day for every 1 years worked for the Company up to a maximum of 25 days per annum plus bank/public holidays.
- Salary:** £40k per annum with overall OTE of £85k per annum
- Target Bonus:** 8% on gross profit of sales plus target related bonuses
- Company Pension:** 4% employer contribution to employee scheme of choice. The company does offer a workplace pension scheme
- Company Car:** To be supplied. Business mileage repaid at actual cost per mile
- Benefits:**
- * Employee health cash plan (taxable benefit)
 - * Access to employee discount scheme
 - * Companywide annual bonus scheme after 1 year of service