

Business Development Manager

Reporting to:	Chief Executive Officer
Channel:	Marketing
Direct Reports:	Marketing Manager, Communications Manager, Database Manager
Commencement:	1 February 2018

Purpose

To sell the Club's budgeted target of commercial assets to customers (ideally) on multiple year deals in order to foster long term partnerships.

Areas of Accountability

- Identify and target potential clients appropriate for the various array of assets available for sale.
- Build an extensive database of potential clients suitable for approaching as Club partners.
- Develop customer specific product suites in line with overall commercial budget.
- Operate within budgeted sales boundaries, including margin minimums, pricing vs market sensitivities, and stock availability.
- Development and execution of a targeted customer call plan, to ensure customers are contacted and/or met with to provide offers consistent with Club's commercial strategy and promotional plans, and orders are generated in the most cost effective manner, whilst building and maintaining relationship and achieving targets;
- Accountable for reporting accurate sales and forecast sales
- Achieve growth through add-on sales, value-adding and upselling in categories, products and brands per strategy and customer requirements, continually assessing opportunities to increase product range;
- Developing and managing effective presentations and proposals to customers;
- Submit weekly activity and outcome reports;
- Monitor the competition by gathering current marketplace information on pricing, products, new products, etc.;
- Once customers are established, conduct a quarterly Key Account review, covering aspects such as range, cost to service, debtor performance etc.
- Dealing with phone enquiries from commercial customers regarding products;
- Resolving customer complaints by investigating problems, brainstorming solutions and bringing serious complaints to the Chief Executive Officer;
- Adjusting sales techniques where appropriate to remain consistent with current marketing strategies;
- Liaise with Database Manager as required to maintain and update customer information and status in the customer database;
- Supporting companywide initiatives to improve efficiencies of service to customers;
- Contribute and collaborate with Club staff as required.

Business Development Manager

General

- Dedicated to the achievement of the designated budget outcome;
- Uphold Club values.
- Other duties as requested.

Outcomes

- Achieve budgeted commercial sales target within volume, budget, and margin targets;
- Provide feedback on Club products, pricing and expectations in industry market for refining future product offers
- Optimise the number of multiple year deals
- Establish long term commercial partnerships