



## Job Description: Business Development Manager

<b>Name</b>	
<b>Job role</b>	<b>Business Development Manager – New Business Amsterdam Office</b>
<b>Date revised</b>	March 2019
<b>Reports to</b>	Senior Business Development Manager
<b>Supervises</b>	N/A
<b>Summary of position</b>	<ul style="list-style-type: none"><li>• New Business - Business Development Managers are an integral part of the overall sales function whose main purpose is to regularly bring in new business clients to Accordance to secure the continuous growth of the company in the continental European market.</li><li>• BDMs are in charge of the whole sales process from sourcing leads, making initial contact and managing the subsequent steps from negotiation to project implementation and account management for a maximum of six months. At this stage the account will be handed to a Client Relationship Manager who will manage the account including upselling to the client on an ongoing basis.</li><li>• The role requires drive, achievement of personal targets and the use of best-practice and current sales techniques throughout the process.</li><li>• BDMs must successfully co-operate with all departments.</li></ul>
<b>Job functions</b>	<ul style="list-style-type: none"><li>• Sourcing new high-value sales leads in continental Europe and ensuring decision makers are contacted daily. This will be a combination of cold calling, emailing, LinkedIn (or similar professional social media platforms), and attending events</li><li>• Ensuring marketing material, changes in legislation, and PR campaigns are strategically utilised to engage decision makers</li><li>• Holding a set number of BDM calls and conference calls, or meetings where appropriate, between prospects and consultants to further the sales process; and recording those on Salesforce accordingly</li><li>• Identifying customer needs through applying relevant sales techniques to determine the business opportunity and obtaining commitment from the prospect</li><li>• Producing comprehensive outgoing emails, proposals and other written communications as required</li><li>• Negotiating with decision makers to successfully close the sale</li><li>• Ensuring sales forecast, dashboard and pipeline information is kept up to date and accurate</li><li>• Managing personal sales pipeline to achieve monthly sales targets and achieve appropriate business margins</li><li>• Updating and maintaining prospect and client information relating to the sales process on internal CRM</li><li>• Working successfully with other departments throughout the sales process and taking personal ownership of, and responsibility for, any specific client issues for a maximum of six months from the date of the first sold service to the client</li><li>• Continually increasing VAT awareness, including a higher level of proposal writing</li><li>• Presenting at the weekly BDM meeting and acting as a BDM representative at other relevant company meetings or presentations, conferences, exhibitions and events as required</li></ul>

	<ul style="list-style-type: none"> <li>• Ensuring that the quarterly pipeline is inclusive of businesses that are aligned with the company strategy</li> <li>• Ensuring a comprehensive onboarding meeting is held, along with a thorough handover to relevant member of the CRM team</li> <li>• Achieving personal monthly and annual sales targets, encompassing individual elements</li> </ul>
<b>Behaviours</b>	<ul style="list-style-type: none"> <li>• Experience and understanding of direct B2B sales in continental Europe from a background in a fast-paced sales environment with an aptitude for thoughtful consultative selling</li> <li>• Determination to achieve and exceed targets whilst being both empathetic and consultative</li> <li>• Ability to work on own initiative and have the energy and perseverance required to succeed in a telephone-based role</li> <li>• Ability to think creatively about how to engage decision makers identifying trends and communicating this to the team</li> <li>• Confidence to hold topical conversations with decision makers at Senior level</li> <li>• Ability to listen to a client's needs and ask relevant questions to uncover specific requirements as well as persuasiveness to gain commitment</li> <li>• Excellent English writing skills (spelling and grammar) for internal and external written correspondence</li> <li>• Ability to manage own time in accordance with KPIs</li> <li>• Positive attitude and motivation to progress within Accordance</li> </ul>
<b>Any Other Comments</b>	<ul style="list-style-type: none"> <li>• The BDM will be trained in the UK for a 2-week period and ongoing training will occur in Amsterdam</li> <li>• The BDM will be required to regularly travel to and from Amsterdam to the UK office for ad hoc training purposes, company meetings, and any other relevant events</li> <li>• Any travel and Expenses are at a cost to the business</li> </ul>

Applications can be emailed to [mark.moorton@accordancevat.com](mailto:mark.moorton@accordancevat.com)