



Bradman Lake Group
Integrated Packaging Technology

Job Description

Business Development Sales Manager (UK Based/Export Regions)

The actual regions for this role are to be defined subject to the candidates experience and location. It is expected to be a mainly an overseas role with Key Account responsibilities.

Purpose of Role:

To meet/exceed pre-determined targets and KPIs. To grow the export business, locate and sustain new markets through direct sales and agents and to build excellent customer relations to position BLG as a partner of choice to clients.

Reporting to: Head of Sales

Key Responsibilities / Activities:

- Meet and exceed sales targets whilst developing markets / customer base
- Establish customer and agent contact
- Expand regional and sector markets through business development
- Plan, develop and manage travel diary (within BL guidelines), customer and agent visit itineraries, with an expectation for international travel as and when required
- Continual research and development of designated regions, existing and key accounts, agents and identify potential customers and growth
- Demonstrate an understanding and ongoing update of the company's products and solution offering – training given when necessary
- Give customer presentations and documents to promote, negotiate and sell BLG products and systems
- Actively promote the brand including approved press releases, social media, and case studies
- Provide detailed visit and sales enquiry reports to be interpreted by the Applications team
- Maintain and update Salsys3 CRM system
- Provide and maintain management information to the business regarding market trends including competitor and customer activities
- Manage and attend exhibitions within designated regions and other customer events to obtain sales
- Complete all administrative related tasks within required timescales e.g. customer reports
- Manage and publish location diary on weekly basis
- Attend sales management meetings
- Produce and submit monthly pipeline report
- Manage selected customer accounts – potentially outside a specific region
- Provide a harmonised interface between customers and BLG

Competencies/Skills

- Good oral and written communication at all levels
- Sound product knowledge
- Commercial awareness
- Motivated
- Planning and organising
- Customer focused
- Build rapport
- Research and analysis
- Interpersonal skills
- Problem solving
- Initiative
- IT competent (Word, Excel, Outlook, PowerPoint, Teams, CRM, Social Media)
- Driving license

Experience/Background

- Selling skills gained in capital equipment
- Experience gained in packaging industry (preferred)