

Job Role:	National Business Development Manager
Location:	Home based with national travel
Directorate:	Customer Experience Directorate
Reporting to:	Commercial Director

The Role:

As the National Business Development Manager your role will be to recruit new organisational members across the UK focusing on high profile brands, including FTSE 350, UKCSI, and other sectors of focus as per the annual business plan. You will develop and implement a business development strategy to extend the national presence and portfolio of membership base. Developing and maintaining effective senior level networks ensuring that The Institute is positioned as a 'must have within organisations.

Key Responsibilities

Business Development

- Deliver your individual sales target and support the wider team in achieving their targets.
- Plan and implement the most effective sales process in order to obtain the new business and achieve conversion rates in a timely fashion
- Achieve monthly personal and team targets and monitor effectively to ensure revenue and performance is consistently achieved and on track for the year.
- Be able to articulate and position the purpose of the Institute in a meaningful way to potential members and prove and articulate the ROI from membership
- Utilise Institute intelligence and research to implement plans for acquisition of new organisational Members in line with the strategic plan.
- Effectively position the world class service model so that potential members understand and buy into development of the organisations and individuals within them.
- Effectively position the Customer Service Academy appropriately either as part of the membership offering or separately to non-members to ensure we achieve our revenue targets and establish The Institute's credentials.
- Develop and maintain personal and business networks and maintain a high level of networking to generate new business and ensure the Institute's profile is promoted and maintained at the appropriate level.
- Work with the Head of Business Development to identify and research new and emerging sectors to build into the business and targeting plans to ensure The Institute achieves its growth strategy.
- Ensure the CRM is effective and up to date with appropriate sales information and relationship information for the on-boarding and hand-over to the Client Relationship Director (CRD) CRD..
- Work proactively with the Client Relationship Director Team and Finance Team to successfully onboard new members and to ensure the customer receives a positive experience and a seamless transition of service.

Lead generation

Carry out personal research and analysis to understand commercial and customer service trends, issues and challenges relevant to prospective members and sectors.

- Gather prospective sector information and field intelligence to identify trends and share with the rest of Client Relationship and wider teams, to support lead generation across the business.
- Agree, manage and deliver territorial lead generation plans to fit in with the overall plan to ensure achievement of revenue goals and the target membership mix.
- Represent The Institute at regional/national events where appropriate and approval of the Communications & Corporate Affairs Director.
- Support the Head of Business Development and the lead generation agency to ensure the Institute achieves maximum return on investment.
- Support and follow up direct marketing activities to agreed criteria in conjunction with Head of Business Development and the Communications and Corporate Affairs team.
- Work proactively with the Head of Business Development and the Communications and Corporate Affairs team to optimise all opportunities, e.g. speaking engagements, PR and advertising opportunities, conference and exhibition attendance.
- Proactively seek opportunities to develop and improve processes across the Institute in order to manage and support organisational membership and Business Development activity.
- Maintain the CRM to ensure detailed prospective information is captured and recorded to enable robust management information to be produced for the business.

PERSON SPECIFICATION – NATIONAL BUSINESS DEVELOPMENT MANAGER

Competencies	
1. Delivers results	D
2. Customer focused	D
3. Teamworker	C
4. Communicator	D
5. Planner and organizer	D
6. Analyses problems and makes decisions	D
7. Perseveres to overcome obstacles	D
8. Innovator/drives change	D
9. Develops self and others	C
10. Builds credibility and trust	D

Knowledge

- Thorough understanding of the return on investment of customer service and the impact on organisations across all sectors
- Current general business issues and thinking
- Understand the strategic drivers in organisations and business sectors
- Commercial / business acumen
- Thorough understanding of The Institute's Value Propositions and appropriate application

- Proactively applies The Institute's research and insight to sales presentations and discussions
- Excellent knowledge and successful application of sales processes including lead generation, qualification, closure and conversion
- Extensive applied understanding and working knowledge of sales processes including lead generation and qualification methodologies

Skills

- Demonstrates clear and authoritative customer service expertise.
- Comfortable and confident using video technology to manage meetings and drive sales.
- Demonstrates a wide and strategic awareness of customer service best practice and trends
- Demonstrates and delivers clearly and succinctly the ROI of customer service
- Demonstrates the ROI of The Institute's offerings with conviction in the context of the prospect organisation
- High levels skills at fact finding and drawing out prospect needs to match appropriately to The Institute's propositions
- Able to hit sales targets in a fast paced and commercial marketplace
- Applies commercial knowledge concisely and accurately to relevant customer issues
- Promotes and shares best practice and upholds the standards of The Institute
- Financially and commercially astute
- Presenting skills: clear purpose, addresses and adapts to audience appropriately, creates high quality materials, good pace of delivery, concise, impactful and influential
- High level presentation skills to senior leaders and board members
- Credible, professional and confident personal presence and impact at all levels
- Closing skills to gain commitment to action and investment
- Analytical ability to interpret and interrogate data and research
- Strong numeracy in producing and analysing financial and other data and to report progress on pipeline and sales targets
- Builds strong wide networks across a wide range of sectors, including use of social media
- Proven success in implementing innovative ideas to enhance business performance
- Able to coach, support and motivate others in team, setting and achieving professional standards and work-pace, to help to drive a performance-based culture
- Maintains professional knowledge and thinks ahead about future skills requirements
- Microsoft skills: Intermediate / Advanced Word, Powerpoint and Outlook; Intermediate Excel
- Clean driving licence essential

Attitudes

- Highly focused on ROI of customer service
- High business acumen and bottom-line oriented
- Purposeful curiosity / enquiry

- Adopts an equal partnership approach and values their own contribution
- Lives The Institute's values
- High integrity
- Proactive and solution-oriented
- Action oriented and energised by change
- Tenacious and resilient to deal with setbacks and drive focused effort