

## Trade Business Development Manager

### Role Description:

In this role you will be responsible for developing your own trade enquiries from the point of lead creation through to prospect. You will be expected to maintain a required conversion rate of leads to quoted prospects, through effective contact and relationship building with potential new customers. You will be responsible for identifying the potential of these new trade customers as well as specifying the right systems(s) for their initial project.

You will need to be a team player, confident and driven towards ensuring that personal sales targets are met whilst contributing to achievement of the trade team sales target through proactive identification and follow-up and effective qualification of potential new trade business.

You are expected to independently maintain a working knowledge of Nu-Heat products and those of competitors, and should have a broad understanding of the legislation affecting the renewable/UFH market through independent study or by requesting training where appropriate. You need to have a high level of focus and motivation within the sales arena while maintaining an exceptional level of customer service.

**Responsible to: Trade Sales Manager**

### Key Results Areas:

Individual sales performance.  
Trade Lead to Prospect conversion.  
Trade projects growth.

Key Responsibilities	Activities
<b><i>Lead to Prospect Conversion</i></b>	<ul style="list-style-type: none"> <li>Qualify leads to ensure understanding of timescales, value and potential future business.</li> <li>Manage daily incoming leads via the IT system, phone and online chat</li> <li>Ensure that leads are followed up inside pre-agreed SLA timescales for customer contact.</li> <li>Utilise Nu-Heat product knowledge to ensure that you are specifying the most suitable system(s) for the customer's project.</li> <li>Record all appropriate project detail in our CRM system.</li> <li>Understand the Nu-Heat website and resources at your disposal to best satisfy customer information requests.</li> <li>Liaise with Sales Support in the despatch of all follow-up material.</li> </ul>
<b><i>Qualification of new prospective trade customers</i></b>	<ul style="list-style-type: none"> <li>Work closely with the Regional Business Development Managers through sharing effective identification and follow-up of potential new installers, supporting progression on to our Registered Installer Network wherever appropriate to facilitate further sales growth.</li> <li>Follow-up previous unsuccessfully quoted trade prospects to understand why they didn't purchase from Nu-Heat and obtain another project to quote for them, understanding what needs to happen in order for them to order from Nu-Heat next time around.</li> <li>Actively promote Nu-Heat's installer training offering to prospective customers. Staffing the training centre on training days and effectively following up attendees to chase new projects to quote.</li> </ul>

<p><b>Contribute to Company Development</b></p>	<ul style="list-style-type: none"> <li>• Actively improve customer satisfaction by answering incoming calls within 3 rings</li> <li>• Actively participate in company meetings where required and strive to meet the deadlines on any actions set in them.</li> <li>• Feedback any ideas you have on how to improve internal efficiency or our range of products and services to better meet the needs of your customers and increase sales.</li> <li>• Where required attend trade shows, providing potential customers with an outstanding first impression of Nu-Heat.</li> <li>• Share information gained from customer feedback with the wider trade sales team and other relevant departments around the business to ensure that potential trade customers' service expectations are being met both pre and post sale.</li> <li>• Maintain a good understanding of Nu-Heat's competitors' products, services and marketing support and feedback on this, as well as the success of Nu-Heat's trade campaigns to the marketing team - suggesting where improvements can be made.</li> </ul>
<p><b>Our Values:</b>  <b>Integrity</b> – Doing the right thing to make a difference.  Focus on honesty and quality.  <b>Diligence</b> – Taking care of every details to do things the right way.  Focus on detail, accuracy and consistent effort.  <b>Empowerment</b> – The freedom to challenge, innovate and improve.  Focus on continuous improvement with enthusiasm.  <b>Nurture</b> – caring for our customers and colleagues.  Focus on relationships with genuine care.</p>	
<p><b>Other Duties:</b>  <i>The list of job duties within this description is not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope of the post.</i></p>	<ul style="list-style-type: none"> <li>• To participate in the company's appraisal process.</li> <li>• To undertake relevant staff development/training.</li> <li>• To be responsible for the health and safety of self and others.</li> </ul> <p><i>Job descriptions will be reviewed regularly to ensure they are an accurate representation of the post.</i></p>
<p><b>Key Skills &amp; Knowledge:</b></p>	<ul style="list-style-type: none"> <li>• Business Development experience.</li> <li>• Able to manage and prioritise a large workload to ensure high levels of efficiency and productivity.</li> <li>• High levels of I.T literacy.</li> <li>• Target driven and resourceful.</li> <li>• Excellent levels of customer service.</li> <li>• Excellent written &amp; verbal communication skills.</li> <li>• Independent self-starter, able to work in a cross-functional team environment.</li> <li>• H&amp;V industry knowledge is desirable.</li> </ul>