

## Regional Business Development Manager

**Role Description:**

In this role you will take ownership of the delivery of our installer strategy in your Region and develop new installers onto the Registered Installer Network in your area to ensure that its quality, regional coverage and fitness for purpose as both a sales entity in its own right and a key provision for our self-build prospects looking for a complete supply and installation solution from Nu-Heat is at the right level.

Taking ownership of the sourcing, support and development requirements of new installers in your Region, you will support their journey from Lead to Customer, through their first year of trading with Nu-Heat and potential transition onto the Nu-Heat Registered Installer Network. You will support new installers with training on specification of Nu-Heat’s product range and identify the potential of these installers, working with the National Installer Manager and National Renewables Manager where you have qualified the customer and or project potential exists.

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: National Installer Manager**

**Key Results Areas:**

Regional installer sales growth (Year 1)  
Nu-Heat’s R.I Network – Regional quality, quantity and fitness for purpose.  
Regional installer conversion rates and retention rate.

Key Responsibilities	Activities
<p><b>Qualification and conversion of new prospective trade installers</b></p>	<ul style="list-style-type: none"> <li>• Co-ordinate with the internal sales team to identify, qualify and target potential installer prospects</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> <li>• Provide a first-class service to enquiries generated through marketing activity and selected cold-call prospects to ensure all potential prospects are familiar with the Nu-Heat product offer.</li> <li>• Utilise Nu-Heat product knowledge to ensure that you are specifying the most suitable system(s) for the customers’ projects and train installers in your region to be able to specify Nu-Heat’s product range.</li> <li>• Support installers through their first system purchase for the next 12 months to improve retention and repeat purchase conversion rates over the period.</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> </ul>

<p><b>Develop our Registered Installer Network</b></p>	<ul style="list-style-type: none"> <li>• Support the Trade Business Development Managers in the effective identification and support of new installers purchasing with Nu-Heat through their first year, supporting progression on to our Registered Installer Network wherever appropriate.</li> <li>• Promote Nu-Heat’s training offering to installers in your region as a means of upskilling them and aiding their transition onto the Registered Installer Network.</li> <li>• Provide key input to the development of Nu-Heat’s installer strategy utilising feedback from this customer group in your Region to inform future strategic initiatives.</li> <li>• Build effective relationships with your regional Field Service Engineer(s) to ensure support for our installer customers.</li> </ul>
<p><b>Working in the field</b></p>	<ul style="list-style-type: none"> <li>• Have a good understanding of your territory</li> <li>• Plan your journeys to maximise your number of quality contacts per day and thus the return on investment</li> <li>• Be cost conscious with your expenses, adhering to company policy</li> <li>• Maintain an agreed level of contact with your team including attending team meetings as appropriate</li> <li>• Support the company at Trade shows as required</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>• 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 what our competitors are doing to engage installers, ensuring we offer an attractive package of support.</li> </ul>
<p><b>Our Values:</b></p> <p><b>Integrity</b> – Doing the right thing to make a difference. Focus on honesty and quality.</p> <p><b>Diligence</b> – Taking care of every details to do things the right way. Focus on detail, accuracy and consistent effort.</p> <p><b>Empowerment</b> – The freedom to challenge, innovate and improve. Focus on continuous improvement with enthusiasm.</p> <p><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><b>Job descriptions will be reviewed regularly to ensure they are an accurate representation of the post.</b></p>
<p><b>Key Skills &amp; Knowledge:</b></p>	<ul style="list-style-type: none"> <li>• Field sales management experience.</li> <li>• Well-developed interpersonal, networking and negotiating skills.</li> <li>• Able to manage and prioritise the workload of a remote team to ensure efficiency and productivity across the group.</li> <li>• H&amp;V industry knowledge.</li> <li>• Under-floor heating and renewables experience is desirable.</li> <li>• Independent self-starter.</li> </ul>

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|  | <ul style="list-style-type: none"><li>• Excellent levels of customer service.</li><li>• Valid UK driving licence.</li></ul> |
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