



## Business Development Manager

**Role Description:**

To source and develop leads and enquiries, in order to create opportunities to deliver a sustainable stream of business to Nu-Heat. Identify and qualify potential prospects through telephone contact, and email correspondence ensuring that targets and conversion rates are achieved.

**Responsible to:** Senior Business Development Manager

**In this role you will be expected to maintain a required conversion rate of leads to quoted opportunities, through effective contact and relationship building with prospects. Your role involves developing relationships with installers, specifiers, i.e. architects, self-builders, building contractors and property developers to encourage them to do business with Nu-Heat.**

**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. You need to have a high level of focus and motivation within the sales arena while maintaining an exceptional level of customer service, maximizing the potential of each lead.**

**You should be a team player, confident and driven to contributing towards the team targets and objectives. You should be determined, tenacious and focused on the task in hand as well as adaptable to the range of different customer types you will be dealing with on a daily basis. The role calls for a self-motivated person, able to deliver against call volume targets to make a real impact on Nu-Heat's sales performance.**

**You should advise the Senior Business Development Manager of your personal development needs and training requirements.**

**Key Responsibilities****Activities****Develop Leads and Enquiries**

- Proactively identify new business opportunities through your daily activity and win the opportunity for Nu-Heat to quote
- Qualify leads to ensure understanding of timescales, value and potential future business
- Manage daily incoming leads via the IT system and phone
- Record all appropriate data in our CRM system
- Liaise with Sales Admin in the despatch of all follow-up material
- Work with Field Sales Managers and Senior Account Managers to identify and pursue additional lead sources
- Contribute towards the identification and qualification of suitable prospects; working with your manager and Nu-Heat's marketing department to contribute towards targeting potential customers
- Actively record potential new customers' details via enquiries coming in (Lead Mining)

	<ul style="list-style-type: none"> <li>• Work with internal lists, such as MCS installers and previous prospective customers to both develop new leads and reconnect with old</li> <li>• Understand the Nu-Heat website and resources at your disposal to best satisfy customer information requests</li> <li>• Effectively manage a large volume of different types of leads to ensure timely follow ups and win the opportunity</li> </ul>
<p><i>Lead to Prospect Conversion</i></p>	<ul style="list-style-type: none"> <li>• Identify customer requirements, and act on these involving other members of the business as appropriate</li> <li>• Follow-up appropriate leads to ensure sales opportunities are secured.</li> <li>• Handle all incoming phone and written requests from enquiries</li> <li>• Record all data in the appropriate logs ensuring you have recorded all of the necessary detail to pass on to the allocated account manager</li> <li>• Understand the Nu-Heat website and resources at your disposal to best satisfy prospects information requests</li> <li>• Use all tools available to understand the potential value of a lead</li> <li>• Qualify leads to ensure understanding of timescales, value and potential future business.</li> <li>• Work closely with the Sales team to ensure relationships are developed and maintained</li> </ul>
<p><b><i>Technical Skill and Knowledge:</i></b></p> <ul style="list-style-type: none"> <li>• Business development experience</li> <li>• Well-developed interpersonal and networking skills</li> <li>• Highly developed communication skills</li> <li>• Independent self-starter with investigative frame of mind</li> <li>• Resilient and able to work through targeted colder lead calls with drive and enthusiasm</li> <li>• Experience of qualifying leads and ability to recognise a sale</li> <li>• Extremely IT literate</li> <li>• Target driven and resourceful</li> <li>• Excellent levels of customer service via the telephone</li> <li>• Project and account management experience (desirable)</li> <li>• Construction industry knowledge (desirable)</li> </ul>	