



Job Description

Job Element	
Job title:	Business Development Manager
Department:	Commercial
Reports to:	Sales Manager – VFM (VAT & Financial Management)
Responsible for:	None
Location:	The role is with a STP regional bias based on candidate location, based from home (but with extensive travel). It is a hybrid sales role with a focus across an STP on NHS Trusts and Local Authority new business sales and account management.
Job summary:	<p>This position and reports directly to the Sales Manager. The role is regional, based from home and the focus is initially exclusively a set number of STPs covering NHS and Local Authority new business sales and account management.</p> <p>This requires the individual to be able to work with senior NHS and Local Authority management including Directors and Assistant Directors of Finance, Procurement. This involves meeting those senior Executives at the NHS Trusts and Local Authorities, attending exhibitions and presenting at Industry events and tenders.</p> <p>The focus is new business and account management and is backed by extensive lead generation including direct mail, show attendance and a dedicated Telesales team.</p> <p>In addition to gaining the sales, the role requires the nurturing of the new account and continuing a relationship via ongoing account management, working with the delivery team to pass over operationally and to ensure high customer satisfaction. Account plans need to be developed to ensure we are capturing all other cross sell opportunities and that current services sold are delivered to plan and any escalations needed to support the operations teams are undertaken.</p> <p>The STP focus and understanding is key to this role to build strong relationships across the STP.</p>
Qualifications:	Minimum A Level or equivalent. Degree desirable.
Profile:	<ul style="list-style-type: none"> • At least 7 years Sales Experience with a proven track record in new business sales and account management • Considerable experience either selling to the NHS or Local authorities. Ideally selling financial products. • Clearly able to demonstrate the ability sell to senior executives • Ambitious, determined and able to work remotely

	<ul style="list-style-type: none"> • Clearly able to work to targets and work under pressure with a desire to achieve • Graduate Education with good written and verbal communication skills, able to write clearly and concisely. • Able and willing to work in a SME company and fast changing environment
Principal Tasks and Activities:	<ul style="list-style-type: none"> • To deliver the targeted number of Forensic/VAT/Consultancy Reviews into the NHS and Local Authorities in line with the monthly plans • To deliver the targeted revenue for those services in line with the monthly revenue plan • To gain the agreed number of new accounts and retain those already being serviced by Liaison. • Have the ability to gain a full understanding of your assigned organisations needs to increase and develop cross selling opportunities • To work closely with the other Business Development Managers to maximise the opportunities for all Liaison products • To represent Liaison in a highly professional manner • To support the delivery team in ensuring customer satisfaction • Feedback learning to the operational teams and at revenue development days
Miscellaneous:	<p>In addition the post holder will be expected to:-</p> <ul style="list-style-type: none"> • Undertake training and development deemed necessary for the pursuance of the post. • Ensure that Health & Safety is observed in the course of employment. • Comply with the contract of employment and company policies and procedures. • Comply with any reasonable requests which may be communicated by the company from time to time <p>This job description does not attempt to define, in detail, all duties and responsibilities and may be subject to periodic review and alteration by the company.</p>