

## Job title

# Business Development Manager

## Job summary

**Responsible to**

Sales Director - VFM

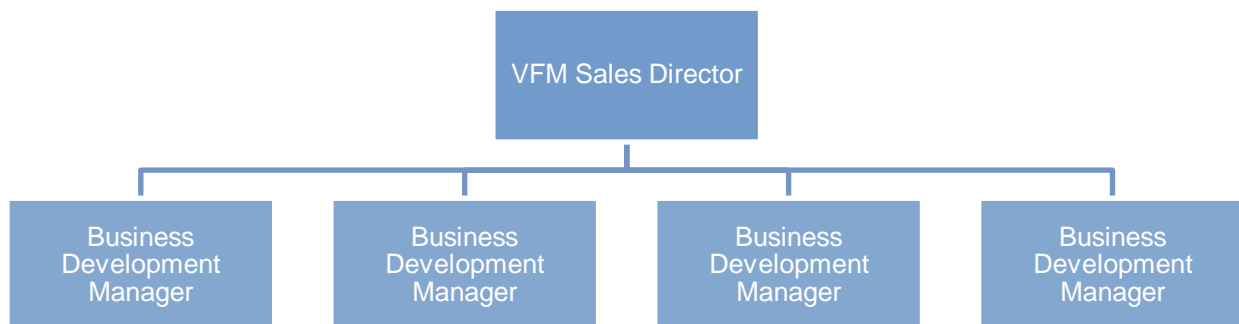
**Department**

VAT &amp; Financial Management (VFM)

**Location/base**

London &amp; South East, Anglia

## Organisational chart / accountability



## Main duties and responsibility of the post

This position reports directly to the Sales Director for VFM Division. The role is regional, based from home and the focus is NHS new business sales. The role involves selling Liaison's VAT Services into NHS organisations.

This requires the individual to be able to work with a broad range of NHS stakeholders; from Executive level down to middle management. This involves meeting these key stakeholders at their organisation, attending exhibitions and presenting at industry events.

The focus is new business, with additional responsibility for contract renewals and up-selling. The role is supported by extensive lead generation including marketing campaigns, exhibition attendance and a dedicated telesales team.

- To deliver the targeted sales for those services in line with the monthly and annual sales plan.
- Gain a full understanding of your assigned accounts needs to maximise selling opportunities.
- To ensure maximum repeat business within key services ranges core to the success of Liaison.
- To work closely with the VAT Managers and Advisors within Liaison to gain a full understanding of the operational activities and sales opportunities in your region.
- To work closely with the other Business Development Managers to maximise the opportunities for all Liaison products including VAT & Financial Management services and new products.
- To understand the marketplace and identify any additional service or product opportunities not currently satisfied by Liaison services but would integrate and deliver additional value to the client.
- To lead and support the delivery of services to ensure customer satisfaction

## Knowledge, training, experience and skills required

### Criteria required

#### *Essential*

- Demonstrable experience within sales, with proven track record in new business sales and account management.
- Track record of exceeding targets, with a mentality of planning own sales activity, delivering to timescales and exceptional client service with a motivation to succeed in a competitive market place.
- Competent knowledge of Sales Processes.

#### *Desirable*

- Understanding of the NHS VAT situation.
- Experience of selling solutions and products to the NHS or in the public sector.

### Specific skills

#### *Essential*

- Clearly able to demonstrate the ability to develop relationships and sell to senior NHS executives.
- Able and willing to work in a small team and fast changing environment
- Relationship building
- Excellent sales presentation skills
- Competent written and verbal communication skills

### Qualification & training

#### *Desirable*

- Under-graduate level education

### Requirements due to working environment

#### *Essential*

- Own car
- Ability to travel regularly

### Motivation

#### *Essential*

- To represent Liaison in a highly professional and positive manner.
- Ambitious, determined and able to work remotely.
- Passion for working with the NHS to deliver savings and efficiencies.

## Key performance indicators

- Activity levels – calls and meetings
- Productivity levels – calls and meetings
- Revenue

## Other duties

In addition, the postholder will be expected to:

- 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

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.

The Information Security Management System applies to the Liaison Information System and relevant assets incorporating recovery and compliance services to the public sector.