

#### Current Vacancy

# Business Development Manager

#### Job location

North West & West Midlands

#### Salary

Competitive plus bonus and car allowance

#### Job type

Permanent

## About Liaison

Liaison saves the public sector real money in the key areas of finance and workforce management. We're passionate about what we do because we help lots of organisations to improve the way they spend their money – notably the NHS. Founded 30 years ago, we've come a long way since then. Today the company boasts a workforce of more than 250 people with a headquarters located in the historic city of Worcester, along with many remote workers across the length and breadth of the UK.

## The team

You will be part of a team who cover the UK, from Scotland to the furthest tip of England. It is built up of highly capable, confident individuals who are Liaison product and service experts. Although each person manages their own geographical area, the team liaise and meet regularly to share ideas and best practice.

The team is a well-trained and motivated group of salespeople, so they have autonomy and drive. We like clear thinkers and those that are happy to share ideas, learn from each other, be courteous, respectful to each other and our colleagues. Above all we are driven to win and make sure we are the best within the market place! They also like to work in a positive/happy group.

## Main responsibilities

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.

The role covers from the North West around Lancashire, down to Worcestershire in the West Midlands.

## Experience/qualifications needed

### 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*

- Gravitas and credibility when working with clients
- 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.

Typically you may be travelling three days each week, however each week will vary, and you are responsible for managing your own time to coincide with events and meetings.

## Benefits of working for Liaison

Bonus for this position – competitive (paid monthly) and £3K car allowance

Liaison believes that working life should be a happy and healthy one. We offer all staff a wide variety of company benefits as well as the opportunity to get involved in a range of company organised events; from regular physical challenges all the way to bi-annual staff away days and social events - plus others too.

We offer:

- 23 days holiday initially, which increases year on year up to 28 days
- Private Healthcare for you and friends and family
- Childcare vouchers • Company days/social events
- Pension
- Life Assurance 4 x salary

Our wide range of staff benefits aim to have an impact on both home and working life for all staff, while at Liaison.

If interested in working for Liaison please apply today.

If you would like to be part of Liaison, please send your CV and a covering letter to

**[jobs@liaisonfs.com](mailto:jobs@liaisonfs.com)**

where your application will be reviewed within 7 days.