

SCHOOLS BUSINESS DEVELOPMENT MANAGER

2020

Reports to: Procurement Manager • Location: Field



Purpose of the Role

The Schools Business Development Manager (BDM) is a socially adept, conscientious person who works with care and pride. Customer and market awareness is key with a passion for the technologies that will inspire the UK's students.

Rapid's ability to move and react quickly to emerging technologies and changing markets means that curiosity, mental agility, courage and the confidence to make and stand by decisions are all vital to success.

Rapid's BDMs are the senior leaders of our sales strategies and take ownership for all tasks associated with the profitable growth and business development of assigned Secondary and Primary school accounts (portfolio) within the Education sector. This is to include:

- Ownership and development of sustainable and trusted relationships with education customers within the portfolio
- Ownership of sales revenue and gross margin performance of the portfolio
- Build an effective network of contacts across central and site procurement teams and end-users including influencers and specifiers across the relevant departments within education institutions

The Schools BDM role is field/home based and covers customers based throughout the geographical area defined by the portfolio. It is likely that the post holder will be away from home between 4-8 nights per month.

Key Accountability

The Schools BDM role gives ultimate responsibility for the creation and delivery of a sales activity plan for the accounts within the portfolio. It will also ensure growth of revenue and profit delivered by the portfolio in line with targets set by the company. The key metrics for this role are:

- Revenue and profit of the customers within the portfolio
- Average order value
- Average order frequency
- Active contacts per customer
- School visits
- Engagement with potential customers with training and product demonstrations

Supporting Structure

The Schools BDM is supported by an internal sales team contact, Education Product Manager, Education Buyer and Education Administrator. The Schools BDM reports to the Procurement Manager who in turn reports to the Managing Director. A customer portfolio is shared by a BDM and internal sales advisor but ultimate responsibility and accountability for the portfolio resides with the BDM. Although there are no staff reporting directly to this role, the BDM is a senior sales role so there is an expectation to lead and mentor the supporting internal sales team.

Rapid

Rapid part of the **GNRAD** Group

Responsibilities

1. **Management of account base.** Manage a portfolio of allocated accounts from the education schools' sector across the UK and generate new accounts and contacts in line with Rapid's criteria.
2. **Increase Business Share.** Achieve and wherever possible exceed individual targets in conjunction with Rapid's profitability targets by increasing underlying use of Rapid product ranges and targeting project-based new business.
3. **Customer Visits.** Manage and plan customer visits, exhibitions and follow up as required to deliver business growth and customer retention.
4. **Business opportunities and Projects.** Consistently generate a pipeline of sales opportunities and projects and take personal responsibility for converting these into orders.
5. **Enquiry and Quote management.** Create, manage and deliver quotations leveraging Rapid's value proposition in line with the Company Pricing Policy.
6. **Meetings.** Attend regular sales meetings at Rapid's head office and weekly communications sessions to create, review and evolve the internal tactical sales plans to achieve portfolio targets.
7. **Ownership of Customer Strategy.** To own all aspects of customer strategy including internal tactical sales activity, online and offline marketing activity aligned to customers' business objectives. Effectively communicating portfolio strategy internally and influencing internal teams to create required organisational change; this includes working closely with our Product Management to support the category strategies.
8. **Negotiate and Maintain Customer contracts.** Take full ownership for proactively instigating, negotiating, winning and renewing customer supply contracts, with emphasis on profitability and productivity.
9. **Critical Competencies.** To undertake the necessary training and development as required to support own personal performance in the role including understanding our product portfolio and relevant new technologies.
10. **Reporting.** Analyse and report on key inputs and outputs on a monthly basis to the Procurement Manager.
11. **Service Excellence.** Ensure all customer service issues are resolved with a high level of customer satisfaction.
12. **Customer Data.** Consistently use Rapid's CRM to record relevant customer contacts, as well as improving customer data to support the contact specific marketing strategy.
13. **Ownership.** Take ownership both in attitude and approach to all activities and promote suggestions for improving personal and company performance and effectiveness.
14. **Training.** Take pride in delivering training and product demos to customers and internal colleagues on core products and systems.
15. **Department & Company aims.** To ensure that every effort is made to live and breathe Rapid's core values to achieve the department and company aims and objectives, including the wider issues of customer retention and enhanced value of the customer.

Role Specific Attributes

- Degree educated with breadth and/or depth of sales and marketing experience across the relevant industries, markets or technologies
- The ability to influence at all levels and create demand
- Demonstrate a record of successful negotiations and contract delivery
- A high performer with record of role promotions and additional projects to strengthen experience
- Experience of school specific products and coding systems would be of benefit and a current UK Driving Licence is essential

Rapid Core Values

Great Attitude

- Bring energy to the team every day
- Motivate and inspire others with a positive outlook
- Build meaningful relationships with colleagues and contacts
- Address problems in a positive way
- Listen carefully, reflect and think broadly, with agility

Be Successful

- Prioritise own workload and be proactive in the pursuit of goals
- Accountable for own performance delivering business goals over personal gain
- Always set expectations and dependencies and deliver to them
- Diligent approach to the detail but not losing sight of the objectives
- Maintain a work/life balance and not be easily distracted

In a Professional Way

- Always punctual with a professional approach
- Dependable due to reliability, flexibility and integrity
- Exceed both customer and colleagues expectations
- Proactively communicate internally to enhance the success of our common goals
- Take pride in sharing your, or Rapid's success externally

With a 'Be Better' Mindset

- A high degree of learning ability, drive and ambition to succeed
- Confident and can articulate strengths and development areas
- Listen well to constructive feedback from line manager and give feedback with good intent
- Positive attitude towards shared goals and set challenging personal objectives
- Constantly look for innovative working practices and processes
- Belief in the ability for new technology to improve our environment and wellbeing

Quality – "Our Commitment"

Our Mission is to enhance the UK's engineering and manufacturing capability through 3 distinct customer sectors utilising Rapid's technical, supply chain and eCommerce capabilities.

The key to achieving this is by operating an Integrated Quality Management System (IMS) in accordance with ISO 9001: 2015, ISO 14001 and ISO 45001 and embedding a Continuous Improvement way of working and culture. It is expected that you understand how this commitment to quality affects your day to day role and how you can help to strive for constant improvement in this area.

The logo for Rapid, featuring the word "Rapid" in a bold, italicized, sans-serif font with a stylized wing-like graphic to the left.

Rapid part of the **CONRAD** Group

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