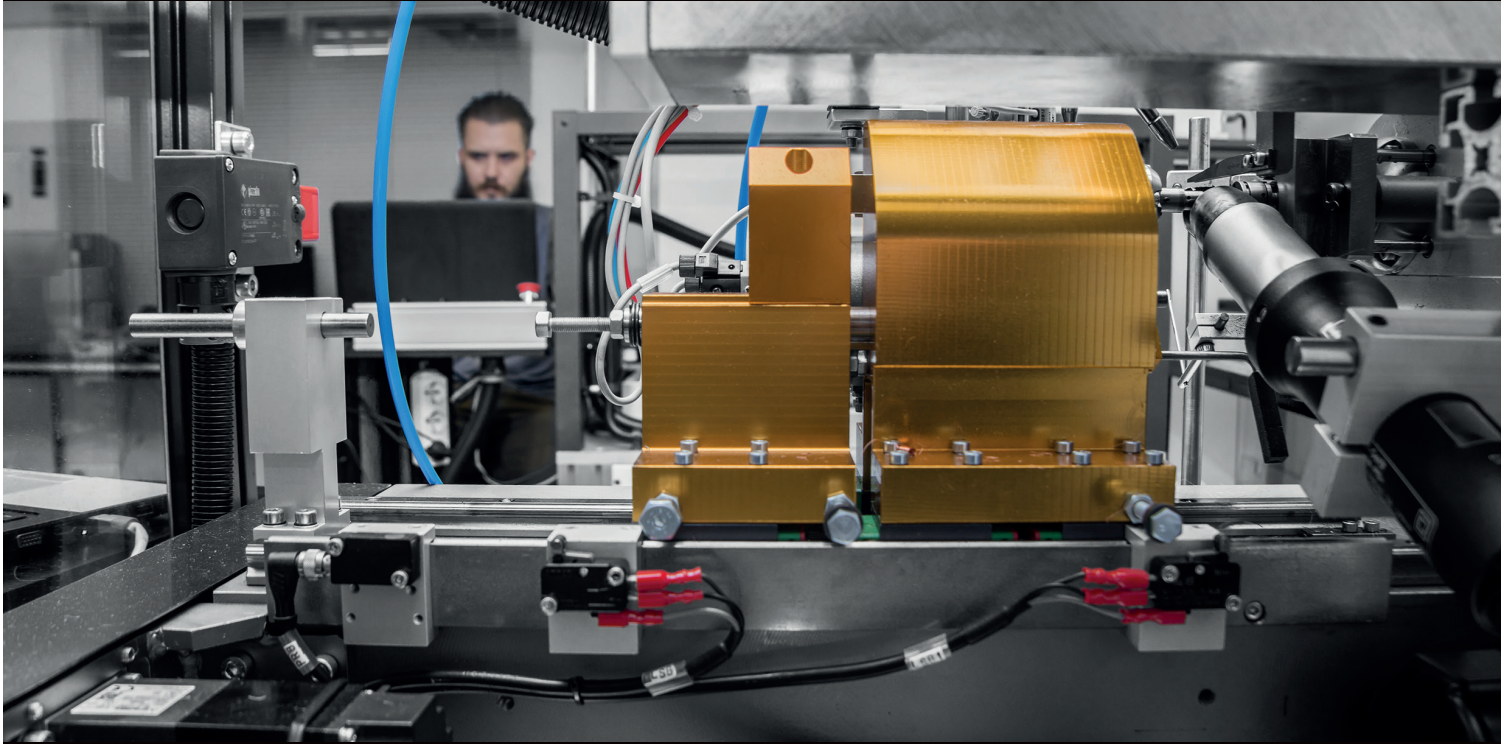


BUSINESS DEVELOPMENT EXECUTIVE (INDUSTRY)

2021

Reports to: Sales Delivery Manager • Location: Rapid HQ, Colchester



Purpose of the Role

The Industry Business Development Executive (BDE) is an astute and conscientious person who works with care and pride. A passion to learn about the requirements of our Original Equipment Manufacturing (OEM) and Production Manufacturing (PM) customers and the overall Industrial marketplace will be critical, as is an underlying interest in the technologies that will be critical to the UK's manufacturing market.

Rapid's Industry BDE's work closely with an Industry Business Development Manager (BDM) and Internal Sales Executives (ISE's) to deliver profitable growth and business development in respect of assigned accounts (portfolio) within the Manufacturing sector.

This is to include:

- Ownership and development of sustainable and trusted relationships with a variety of customers across the portfolio
- Responsibility for driving sales revenue and gross margin performance of the portfolio
- Increase the number of active contacts across the portfolio of customers
- Seek out future project opportunities and work closely with both suppliers, the Industry BDM and ISE's to deliver these
- Work with the Industry BDM and IT Department to implement eProcurement systems within large customers and maximise revenue through the channel by training users to use these systems effectively

Key Accountability

The Industry BDE is responsible for achieving revenue and profit targets for the defined portfolio of customers in line with the targets set by the company.

The important indicators for success in this role are:

- Monthly, Quarterly and Annual revenue and profit delivery from the portfolio
- An increase in underlying sales through all channels including telephone, e-mail, online and eProcurement
- An increase in breadth of purchase across all product categories from consumables to high value products
- Effective creation of opportunities and conversion using a Sales Pipeline
- Portfolio Average Order Value, Average Order Frequency, Active contacts per customer
- Migration of telephone, fax and e-mail orders to online and eProcurement

Supporting Structure

The Industry BDE works in partnership with the field-based Industry BDM and ISE's to deliver their plan supported by Rapid's category strategy which is led by the Procurement Manager. The BDE is supported by Sales Delivery Executives (SDE's) and Rapid's Technical Support and Customer Experience teams. They report to the Sales Delivery Manager.

Rapid

Rapid part of the **GNRAD** Group

Responsibilities

1. **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.
2. **Team Culture.** Positively contribute to the Internal Sales High Performance Culture and deliver against best working practices as defined by the team charter.
3. **Management of account base.** Work with the Industry BDM to create a quarterly plan of how to approach the portfolio which includes the sales and marketing activity of both the BDM and BDE. Maintain a weekly update and review of success to ensure the partnership effectively delivers the plan.
4. **Increase Business Share.** Exceed individual targets in conjunction with Rapid's profitability targets by increasing underlying use of Rapid product ranges and targeting project based new business.
5. **Business opportunities and Projects.** Generate a pipeline of sales opportunities and projects and work with the Industry BDM to convert these into orders.
6. **Enquiry and Quote management.** Where pivotal, create, manage and deliver quotations leveraging Rapid's value proposition in line with the Company Pricing Policy.
7. **Customer Meetings.** Attend regular customer meetings, exhibitions and events with the Industry BDM and ISE's to expand sector experience, product knowledge and sales capability as agreed with the Sales Delivery Manager.
8. **Customer Contracts.** Support the BDM to identify customer supply contracts and/or tenders and co-ordinate our internal teams against an acquisition plan to win.
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 sales drivers and pipeline on a monthly basis.
11. **Service Excellence.** Ensure all customer service issues are resolved by Rapid's Customer Services Team.
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. **Training & Services.** Take pride in delivering training to customers on core products and services where required.
14. **Internal sales Team.** Any other duties assigned by the Sales Delivery Manager, relevant to supporting operational performance.

Role Specific Attributes

- Confidence to proactively deliver a high number of telephone calls consistently and enjoy the customer conversations.
- Excellent communication and influencing skills.
- Strong verbal and numerical reasoning skills.
- The ability to prioritise a changeable workload and to meet operational deadlines.
- A flexible, team player, driven by individual and corporate success.
- The ability to remain focussed and maintain a consistently enthusiastic approach.
- Capable of managing multiple sales projects in addition to day to day activity whilst remaining focused.
- The ability to build valuable relationships quickly and understand how to remain relevant.

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
- Contribute to the success of Continuous Improvement initiatives
- 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
- Embrace change willingly and actively participate in Continuous Improvement initiatives
- 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.

Apply For This Job

The logo for Rapid, featuring a stylized 'R' with three horizontal lines to its left, followed by the word 'Rapid' in a bold, italicized sans-serif font.

Rapid part of the  CONRAD Group