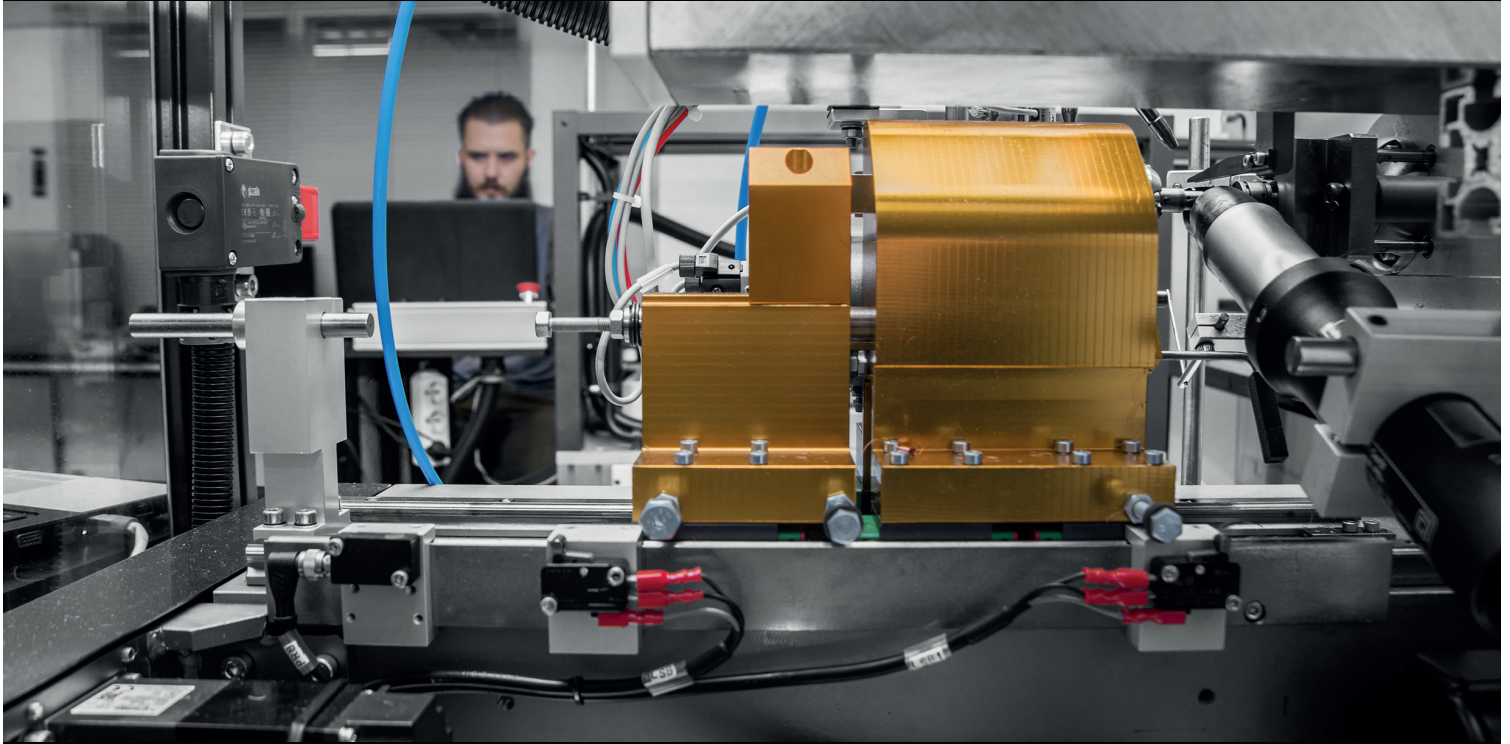


BUSINESS DEVELOPMENT EXECUTIVE (INDUSTRY)

2022

Reports to: Senior Business Development Manager • **Location:** Office/Hybrid/Home office



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 inspire the UK's manufacturing market.

Rapid's Industry BDE's work closely with an Industry Business Development Manager (BDM) and Sales Delivery Executives (SDEs) 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, working closely with the BDMs & SDEs to deliver the results.
- Increase the number of active contacts across the portfolio of customers.
- Seek out future project opportunities and work closely with customers and suppliers.

Key Accountability

The Industry BDE is responsible for the business development activities to ensure the growth of revenue and profit for the relevant portfolio in line with the company targets

The important indicators for success in this role are:

- Delivery against revenue and profit target for the customers with the region.
- Business development through all channels including telephone, e-mail, online and eProcurement
- Develop revenue across all product categories from electronic components, EMECH, our own brands and test & measurement equipment.
- Effective creation of opportunities and conversion using a Sales Pipeline
- Seek & research input on the market, customers and competitor knowledge

Supporting Structure

The Industry BDE works in partnership with the field-based Industry BDM and SDEs to deliver their plan supported by Rapid's category strategy and the wider business of customer support, procurement and operations

Rapid

Rapid part of the **CONRAD** Group

Responsibilities

1. **Self-Development** – Own Personal development plan. Review, maintained and taking personal responsibility of own training needs.
2. **Account Planning & Management.** – Understand your regions customer base and how to grow the revenue profitably, fully aligned to the BDM and company strategy.
3. **Business Development** – Proactively, growing, retaining existing business and hunting for new business, using your portfolio knowledge, supplier/marketing leads and market knowledge.
4. **Understanding the Rapid Offer** – Intelligently selling and delivering the right proposition for the customer. Link & cross selling. Keep up to date with our strategic suppliers, NPI and the Rapid value added services.
5. **Market/Industry Competitor Knowledge** – Understand and target high growth markets, customer and competitors. Understand how Rapid can compete.
6. **Core Sales Process** – Adaptable & intelligent approach to profitable selling and learning from opportunity feedback.
7. **Management of Sales Process & Tools** – Team approach to CI, give and receive feedback, accuracy, attention to detail, correct use of systems & processes. Effective use of CRM.
8. **Deliver Results** – 100%+ achievement of Company/BU/ personal targets. 80% of growth from our strategic suppliers.
9. **Leadership** – Lead by example, be willing to learn, open to constructive feedback. Live the Rapid CORE values.

Role Specific Attributes

- Confidence to proactively deliver a high number of telephone calls consistently and enjoy the customer conversations.
- Excellent communicating 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 company 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 bars to its left, followed by the word 'Rapid' in a bold, italicized sans-serif font.

Rapid part of the GNRAD Group