

ROLE DESCRIPTION	
Role Title	Business Development Manager
Directorate	
Reports To (Job Title)	Commercial Director

MAIN PURPOSE OF ROLE
The BDM is responsible for identifying and developing strategic business relationships with new customers in new synergised sectors to support the company's growth strategy. This position will lead new business development, manage sales negotiations, and work closely with other LIG teams to achieve sales goals and generate revenue.

KEY RESPONSIBILITIES	
Operational Delivery	• Seek and develop new business opportunities • Managing all stages of the sales cycle to include; targeting, prospecting and presenting compelling business propositions • Prepare and present powerful, persuasive sales presentations that effectively demonstrate the value proposition of LIG's service delivery solutions • Develop and maintain a robust deal pipeline toward targeted entities to continuously grow the business and generate sales • Maintain consistent sales growth by continuously establishing new accounts • Attend conferences, industry shows/events, professional association meetings and promote LIG service delivery solutions and brand • Undertake any duties/projects etc. as requested by the Commercial Director
Governance & Control	• Effectively manage large scale, complex contract negotiations and close new business deals, working closely with the Commercial Director • Prepare and give business reviews and presentations to SLT/Board on a monthly basis • Prepare reports and statistics as requested
Innovation & Sustainability	• Develop and execute a strategic business plan that meets or exceeds sales goals and supports LIG revenue and profitability targets • Develop long term strategic relationships • Monitor competitor activity and ensure that any necessary action is taken to counter threats to the client base • Strive to continually improve the perception of LIG to current and perspective customers • Be aware of changes and developments in technology, legislation, working practices and products that are relevant to LIG
Commercial Accountability	• Develop long term strategic relationships

	Continuously strive to exceed established KPIs, driving performance beyond set targets to maximise commercial success
People Leadership	Collaborate where necessary with other support teams to ensure successful implementations

PERSON SPECIFICATION (EXPERTISE)	
Experience, Skills & Qualifications	
An experienced BDM preferably with infrastructure and/or service delivery experience, with developed experience in: - Research & Strategy - Strategic Thinking - Business Intelligence - Business Nuance - Negotiation & Persuasion - Interpersonal Communication - Collaboration - Project Management - Relationship Building - Commercial Processes - Sales Cycle - Analytical Abilities - Presentations	