

# **Business Development Manager**

Stagecraft Display Ltd – Newtown, Wales.

Stagecraft is a successful family business which specialises in the design, manufacture and installation of bespoke retail display equipment for the retail sector, timber panel manufacture for the construction sector and CNC manufacturing. The company is a leading supplier within the garden centre industry and wishes to develop into the much wider retail sector through product and customer development.

Stagecraft is looking to expand its existing sales team by recruiting a sales executive to assist with business development for display equipment within the retail sector. The candidate will have a customer centred approach with good attention to detail. Candidates must have excellent communication skills, an ability to build and maintain customer relationships and be able to negotiate, close sales and meet sales goals.

The ability to work successfully as part of a dynamic, forward thinking and innovative team is essential and being competent to oversee projects through both selling and installation stages is of high importance.

## **MAIN ACCOUNTABILITIES**

### **Job Description**

You will build and maintain relationships with new and existing customers to make and increase sales.

Duties will include:

- Planning daily work schedule.
- Conduct research to identify new markets, new products, customer needs and business opportunities, in order to reach new markets and maintain business activity throughout the year.
- Sales forecasting in order to overcome the issue of seasonality by organising work flow to prevent gaps in manufacturing.
- Work closely with sales and marketing personnel in order to stay up to speed with new enquiries, sales leads, product enquiries and coordinate activities.
- Arrange business meetings with prospective clients.
- Promote the company's products and services addressing or predicting client's objectives.
- Provide trustworthy feedback and after-sales support
- Build long-term relationships with new and existing customers.
- Work with other sales and marketing personnel to organise and attend relevant exhibitions such as Glee & Spring Fair to generate new sales leads and follow up where appropriate.
- Project and site analysis to recommend best available products for the project.
- Make presentations to clients both new and existing to maximise commercial potential.
- Submitting orders with reference to price lists and product literature
- Proactively seek new business opportunities and potential customers.
- Monitoring competitors by gathering current market place information i.e. price, product, delivery schedules and merchandising techniques.
- Recommending changes in products, service and policy by evaluating results and competitive developments.
- Maintaining a technical and professional knowledge of the industry.

### **Key Skills**

- Experience in sales is essential, with experience working with customers and face to face sales.

- Account management and customer relationship management
- Experience of measuring / surveying sites.
- Demonstrate excellent time management for travel planning, maintaining records and meeting deadlines.
- Ability to interpret customer design requirements.
- Have excellent communication skills both verbal and written.
- Strong interpersonal and negotiation skills.
- Have a good understanding of marketing principles and techniques.
- Ability to work within a small but dynamic team.
- Experience of working within the garden centre and retail sector is preferable.
- A working knowledge of timber, mixed materials and metal product manufacturing would be an advantage

Job Classification:- Full-time ,

Location :- Head Office / work from home

Required licence or certification:- Driving License

**Essential experience and qualifications:**

- Driving License
- Experience of working in sales or account / business development management

**Desirable experience and qualifications:**

- Experience of working with CRM software
- Garden Centre / Retail Display Sales background
- Knowledge of Retail display products
- Project management

Salary: - Competitive salary dependent on skills with a performance, bonus system

Stagecraft Display Ltd Unit G, Vastre Industrial Park Newtown Powys SY16 1DZ

Website – [www.stagecraft-uk.com](http://www.stagecraft-uk.com)

Please send your CV & covering letter by email to [recruitment@stagecraft-uk.com](mailto:recruitment@stagecraft-uk.com).