



JOB DESCRIPTION

Job Title: Business Development Manager

1. Job purpose:

- a. To proactively manage and develop new and existing accounts for imago.
- b. A sales representative for imago, identify and secure new business opportunities.
- c. Ensure excellent customer experience across all aspects of the business.

2. Duties and responsibilities

- a. Carry out targeted pro-active telesales activities directed at attaining new business opportunities for imago, using current and new lead information, new and existing databases.
- b. To develop account management plans for designated accounts, setting short and long term sales goals to increase business.
- c. To develop long term contracted existing and new business accounts, incorporating rate and service level agreements.
- d. Conduct targeted external appointments, site visits and on site appointments with prospective and existing customers, proactively selling all imago services and facilities, developing a strong customer base.
- e. Develop via effective relationships / partnerships with the existing and new business accounts in order to grow business levels.
- f. Research, identify and target new business opportunities and carry out targeted promotional campaigns.
- g. Working to agreed revenue targets, measure and report on monthly performance to Head of Sales & Marketing.
- h. To progress referred / follow-up opportunities in order to meet conversion targets and secure prospective and future business.
- i. To ensure comprehensive, up to date customer account records are maintained on our KX database.

- j. Support all Business Development Managers in identifying and qualifying business leads and securing outbound sales appointments.
- k. Take part in sales and promotional campaigns including customer events, familiarisation tours, exhibitions etc...
- l. Complete weekly and monthly reports and provide analysis to highlight all new business received, account growth and campaign effectiveness.
- m. Establish relations with competitor venues and monitor competitor activities, reporting back on key promotional activities or news.
- n. Attend relevant trade association meetings, networking events and exhibitions as directed.

Other related activities and Functions

- a. Attend all relevant imago sales and operational meetings (as requested).
- b. To undertake such other duties as may be reasonably requested and that are commensurate with the nature and level of the post.

b) Organisational responsibility

- a. Reports directly to the Senior Business Development Manager

Updated: April 2017

Person Specification

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Requirements	Essential (E)	Desirable (D)
Experience and Training	E	
Min of 3 years' experience of working in a Sales role, including strong meetings and conference sales experience.		
In depth knowledge of Industry trends, associations and competition and winning large scale conference and training contracts.	E	
Excellent knowledge and previous use of IT packages and RFP tools.	E	
Good knowledge and previous use of conference/hospitality IT packages		D
Experience of customer focused environment, committed and passionate about achieving targets.	E	
Evidence of specific conference industry sales training including; rate negotiation, enquiry handling, showround and exhibition training		D
Skills and Abilities	E	
Strong relationship management skills, including account development and advanced negotiation skills at senior level		
Excellent presentation skills	E	
Good time management, planning and organisational skills to enable effective management of workload	E	
Understands financial reports, and can work to set objectives and KPI's.	E	
Ability to identify and convert business leads & opportunities	E	
Effective listening skills to ensure customer	E	

needs are met and exceeded.		
Good ability to network effectively	E	
Highest standards of written and verbal communication	E	
Ability to travel extensively	E	
Ability to demonstrate flexibility to meet the changing needs of the role/department/business	E	
Ability to use own initiative to drive sales forward	E	
Work as part of the overall team	E	
Qualifications Educated to degree level, or equivalent professional qualification		D
Full / Clean UK driving license	E	
Other Flexibility to work outside of contracted hours including some weekend and evening work	E	