

JOB DESCRIPTION



Job Title: Business Development Manager -
HERITAGE HOMECARE DIVISION

Department: Sales

Reports to: UK Sales & Marketing Manager

Date: 30th April 2008

Job Purpose:

To manage, develop and grow the Heritage business through the implementation of a UK dealer network, direct sales and sales team against individually and collectively defined market and revenue targets.

Key Responsibilities:

- To input and contribute to the Heritage business plan and strategy in conjunction with the UK Sales and Marketing Manager.
- To develop and manage the UK dealer selection process from start to finish appointing quality dealers in order to expand and grow the Heritage business i.e. selection criteria, terms and conditions, dealer support and training etc.
- To continuously review, analyse, evaluate and report on various information and data as requested by Management, in particular:
 - Existing product performance
 - Potential development opportunities
 - Cross selling of the JCM portfolio into Heritage markets
 - Product development of the Heritage portfolio
 - Competitor intelligence and recommending strategies to counteract the competition.

to the UK Sales and Marketing Manager in order to optimise the business development opportunities within this market sector.

- To manage, develop and assist in the recruitment, performance management and training of the Heritage Sales Team in order to achieve the defined market and revenue targets within the department.
- To directly generate sales, assessments, demonstrations and awareness of the Heritage portfolio directly targeting accounts within a defined geographic area and within defined market and revenue targets.
- To carry out the key responsibilities as defined within the Area Sales Representative job description in order to meet the requirements of the direct selling aspect of the role.

This job description does not exclude any other tasks which you may from time to time be requested to carry out by the Company.

Qualifications & Experience:

Educated to a high standard and of graduate calibre, the job holder will have proven field sales experience in selling tangible products requiring a detailed demonstration. Experience of managing a field sales team while having their own personal and direct sales target and geographic area is essential. The job holder will have a proven track record of selling business to business and knowledge of the healthcare market and selling into the healthcare industry would be a distinct advantage. The ability to communicate confidently both verbally and in writing is essential. Strong interpersonal skills is a pre-requisite in order to build strong and sustainable relationships with dealers. Sound and proven management skills are essential in order to effectively manage the Heritage sales team and to achieve the defined market and revenue targets. The job holder will possess sound decision making ability and judgement – they will operate within the broad direction and guidance of the UK Sales and Marketing Manager. Due to the nature of the role it is essential that the job holder has excellent time management and organisational skills, is financially astute and has a practical aptitude in which to confidently demonstrate and adjust the range of products.