

Business Development Manager / Sales Consultant

Vacancy: Permanent, full-time

Location: EU regional - Home based with expectation of regular travel to customers in assigned territories

APC Technology Group combines 40+ years of specialist expertise and innovation, with the strength and stability of a privately-owned company.

We deliver on the design, specification and distribution of specialist electronic components and systems, lighting technologies and connectivity products that help our customers produce better equipment, improve efficiency and achieve superior performance.

As a trusted supplier of highly reliable, high quality and technologically advanced components, products, and systems we have become the supplier of choice for an impressive list of blue-chip clients within critical infrastructure and built environments such as commercial/public sector property, defence, aerospace, industrial, finance, broadcast, power, transport, telecoms, and space sectors.

The role:

A business development position working across a range of electronic components and systems technologies and to grow new opportunities, by penetrating deeper into customer base with existing and new clients along with responsibility for maintaining existing business in the assigned territories.

The role requires identification and conversion of new sales leads, the professional presentation of our range of electronic products and services to new and existing clients and developing and maintaining solid relationship with prospective new contacts and existing clients. Success in the role will be dependent on good communication and accurate opportunity management.

Core competencies:

- Strategic selling and business development
- Sales opportunity closure
- Networking - both traditional and electronic (social selling)
- Ability to deliver on time against agreed targets and objectives
- Negotiation / understanding the differing channel sales requirements
- Commercial problem solving / thinking
- Facilitation / team engagement

Sales:

- Lead pro-active sales effort across own territory
- Telephone appointing and ability to fill own diary with prospect and customer visits
- Ability to arrange joint customer visits with the relevant Product Managers and Suppliers
- Implement and execute sales campaigns and activity in target market areas / sectors
- Increase customer engagement to explore for new opportunities in existing customer base
- Develop and maintain key account plans for agreed strategic accounts within territory

Additional deliverables:

- Ability to develop and then manage to a territory plan including interaction with other group sales and business support functions
- Experience of shaping and identifying new marketing collateral and support in order to drive in territory sales
- All opportunities across the account base to be tracked and consistently updated within the company CRM and quote tracking systems

Experience required:

- Experience working in senior new business sales role within the electronics products and services industry
- Understanding of the market sectors in which the role will operate and ability to network successfully within the appropriate industry forums/organisations
- Must have experience working in B2B sales role ideally a multi-channel / distribution environment and have experience of selling at least 2 of the above product categories
- Ideally will have experience of strategic selling within an electronics product or components sector by self and through/with others in a team selling environment
- Proven verbal and written presentation and commercial skills
- Electronic Bachelor degree, or equivalent studies, educated (or with relevant commercial experience) and with a minimum of 5 years in a customer commercial role

Additional expertise:

- Evidence of strategic sales ideally using a structured methodology
- Contract negotiation and written contract/specified agreement knowledge
- Willing to travel nationally / internationally
- Role to be home located but expectation of regular attendance at headquarters
- Knowledge of PC applications including MS Excel, Word and PowerPoint
- Full Driving license