

# Business Development Manager

- Vacancy:** Permanent, full-time
- Location:** Regional - Remote (with regular travel to APC offices, customers and suppliers)
- Working hours:** 37.5 hours per week, Mon-Fri

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, and connectivity products that help our customers produce better equipment, improve efficiency and achieve superior performance.

As a trusted supplier of high reliable, high quality and technologically advanced components, products, and systems we have become the design-in supplier of choice for an impressive list of blue-chip clients within critical infrastructure and system-build environments such as the defence, aerospace, industrial, power, transport and space sectors.

## The Role

A strategic business development position working with a range of systems-based technologies to grow new opportunities, by penetrating deeper into customer base with existing and new clients along with responsibility for maintaining existing business in a range of digital infrastructure customers and prospects (with focus on embedded computing, secure comms, PNT and IoT connectivity products).

The role requires identification and conversion of new sales leads, the professional presentation of our range of product technologies and systems to new and existing clients and developing and maintaining solid relationships 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 for the Systems division
- Telephone appointing and ability to fill own diary with prospect and customer visits
- 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 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 Systems Integration Infrastructure
- Understanding of and experience of delivering open day and 'lunch & learn' events with clients and prospects
- 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
- Ideally degree educated (or with relevant commercial experience) and with a minimum of 5 years in a customer commercial role
- Experience gained in business development within the defence and/or secure communication sectors e.g. securing and managing high-value contracts with central government and/or defence organisations and/or System Integrators
- Strong understanding of the secure communication and/or defence landscape, including key players, market trends, and emerging technologies
- Familiarity with cybersecurity, and hardware components such as routers, switches and edge networking devices

## Additional Expertise

- Evidence of strategic sales ideally using a structured methodology
- Contract negotiation and written contract/specified agreement knowledge
- IT literate
- Willing to travel nationally / internationally
- Role to be home located but expectation of regular attendance at regional offices e.g. Lincoln, Letchworth
- Full UK Driving license

## Management

- The BDM will join the daily and weekly sales team calls and participate in the regular sales team meetings additionally there will be weekly participation in a marketing objectives call

## Personal Attributes

- Proactive & Self- motivated
- Self-disciplined & Professional
- Target Orientated
- Effective communication skills
- Can work in a team
- Organised and able to prioritise
- Effective time management
- Work well under pressure
- Able to work in a matrix environment

## Core Values

Pro-actively demonstrates our Core Values at every stage of engagement and output:

- Integrity
- Solution Orientated
- Empowering Self & Others
- Leads by Example
- Decisive
- Passionate
- Resilient

**For more information about this position, or to apply, please contact  
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