

**Senseco Systems Limited**

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## Job Description

<b>Job Title:</b>	<b>Business Development Manager - New Service and Maintenance Contract Sales (End User and FM)</b>	
<b>Department:</b>	Service Sales	<b>Reporting to:</b> Senior Account Development Manager - Service
<b>Region Coverage:</b>	South East England	<b>Office Hours of Work:</b> 8.30am to 5pm <i>Additional hours may be required to fulfil job responsibilities</i>
<b>Job Description Created:</b>	November 2022	

### Purpose of the Role:

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- To develop new maintenance sales opportunities with new prospect end user clients and select FM providers with targeted vertical End User markets including;
  - Education - Universities / Student Accommodation
  - Business Critical - Data Centres / Power Stations / Shopping Centres
  - Healthcare – Hospitals / Trusts / Nursing Homes
- Increase opportunities and increase spend with existing customers / accounts
- To identify target customers that fit our overall strategy/markets/geographic locations, following evaluation of the opportunity.
- To acquire orders and achieve target sales volumes and margins from new business targets and identified / new accounts
- To apply knowledge and understanding of the features, functions and benefits of the Senseco Systems services to offer the best solution to the customer.
- Time and business focus - 100% of time allocated to prospecting and development of new service sales contracts to new identified accounts/customers, generation of new accounts based upon opportunity evaluation and securing good quality maintenance contracts.

### **Key Responsibilities (but not limited to):**

#### **Strategic Sales Planning**

Remain informed on new opportunities with business relevance. For assigned geographical territory or defined customer accounts/focus markets to create and identify new opportunities.

Develop and implement a strategic sales/business plan to take advantage of all systems/services and to create new sales opportunities within the region/agreed marketplaces/key accounts.

#### **Lead Generation**

- Develop and maintain close contact with End Users/FM contractors to promote Senseco portfolio and solutions and seek cross selling opportunities with existing sites.
- Regular contact/communication with potential customers to identify business opportunities and to build strong sales pipeline

#### **Information Gathering**

- Know Customers objectives, KPI's and strategy and ensure they are aligned and viable.
- Consult potential customers in defining solutions according to their needs.
- Identify customers decision matrix, processes, operations, systems and technologies

#### **Surveying and Quotations**

- Survey sites to gather asset and site information to prepare maintenance quotations
- Deal with incoming enquiries and extract relevant information to develop maintenance proposals – fixed or budgetary, dependent on information.
- Produce professional quotations using the company standard format and costing tools whilst having the commercial knowledge to successfully secure contracts at appropriate margins.

#### **Marketing and PR**

- Support marketing events and drive strategic customer focussed message into marketing strategy and promote positive messages regarding Senseco Systems in online social media

#### **Reporting**

- Prepare weekly activity plans and reports and keep Outlook calendar up to date
- Prepare monthly reports and accurate forecasting in requested format
- Regularly update Database/ system and ensure all data is stored in line with company policy

#### **Customer Relationship**

- Receive customer's feedback and complaints and assure that proper and efficient service is rendered. Keep regular contact with customers decision makers

#### **Market Knowledge and Education**

- Remain informed on developments in technology and solutions for the Senseco portfolio, competitor's offerings and industry wide

#### **Team Role**

- Work and Collaborate with Team members with customer related tasks/knowledge development.

#### **Team Role and Account Management**

Identify and secure new service contracts within focussed End User Vertical Markets and the Key FM Accounts agreed.

The role may identify additional sales opportunities and the work flow is based on the following:

- New migration sales / lifecycle replacement leads sent to and owned by "Lifecycle" BDM
- Small projects sales leads sent and owned by "Minor projects" BDM

The role will not be paid or commissioned against the above additional works, but their input will be recorded and where relevant a reward will be agreed.

## Relevant Experience

### Educational Requirements

- Minimum 5 GCSE's at A to C grade
- FIA (or recognised certified) Training course on Fire Detection and Alarm systems (optional)
- Structured Sales Training / Experience

### Knowledge and Skills: (Preferential – Training can be provided if candidate demonstrates outstanding sales ability in an alternative / aligned business sector)

- Technologies – Fire Detection and Alarm Systems, EVCS, PAVA, Suppression Systems
- Technologies – Access Control, CCTV, Intruder, Security
- Standards – Understanding of relevant British Standards
- Methodologies - logical approach to problem solving, organised approach
- Methodologies - good interpersonal skills, telephone manner, etc.
- Methodologies – Consultative and value selling
- Professional Knowledge - Presentation / communication skills / negotiation skills
- Professional Knowledge - Estimating / costing / budgeting / financial - commercial tools

### Experience:

- Experience in a range of business situations
- 2-5 years' experience in the fire and security industry in a sales / customer facing / technical role
- Good understanding of PC software (Excel/Word/Outlook)
- Good written, oral and numerical skills. Excellent telephone manner
- Excellent organisational skills, to deal with many client opportunities and requirements
- Ability to work as a team member, but on own when required

### Other

- Very driven and self-motivated character with flexibility to suit demands of the role in terms of deadlines and client social events whilst always being a team player
- Within easy reach for commuting to London, (region is South East England)
- Full driving license (Preferably clean)

## Benefits

### Benefits

- Good Salary package with excellent OTE potential dependant on experience
- Company Vehicle c/w support for home office set up
- Company Healthcare and Pension Scheme
- Successful business with long term growth opportunities