

# JOB DESCRIPTION



<p>Job Title: <b>Relationship Development Representative - Projects</b></p> <p>Reporting To: <b>Head of Business Development and Sales - Projects</b></p> <p>Responsible for: N/A</p>	<p>Department: <b>Projects Department</b></p> <p>Date: <b>22<sup>nd</sup> July 2024</b></p> <p>Location: <b>Office/Agile Working</b></p>
<p><b>Job Summary:</b></p> <p>This position is a predominantly desk-based Relationship Development role within our Projects Department. The primary focus of this role is the development of business and customer relationships through - Lead generation, Opportunity identification and Business Development at the earliest stages of a Project lifecycle before effectively handing over the qualified opportunity to a field-based colleague for further development.</p> <p>You will be responsible for tactically &amp; strategically growing the number of opportunities available to the company's installations and projects business. You will identify new business opportunities in markets that match the skill set of the department and are strategically aligned with the objectives of the department.</p> <p>You will propose strategies of your own, create effective plans to enable the achievement of agreed strategies and carry out the lead generation and Business Development efforts required to successfully build relationships with new customers and develop high quality, qualified opportunities.</p> <p>You will need to be an effective team worker and equally excellent at time management and effectively juggling competing priorities. You will be a key face of the business during the prospecting and early sales cycle activities. You must represent our Company effectively whilst ensuring that customer needs are understood, expectations are managed well and agreed deadlines are met.</p>	
<p><b>Key Responsibilities:</b></p> <p>To identify, qualify, pursue and develop opportunity leads at an early stage in the life cycle of projects. Develop new customer relationships and grow the volume of high-quality opportunities available to the business in accordance with departmental strategies. Be an effective communicator in both verbal and written forms, with a clear eye for details and accuracy in record keeping (CRM maintenance) and competitive landscape assessment etc.</p> <p>Develop those opportunities to a stage where the customer is engaged, and a quotation is required and then effectively handover the opportunity to the assigned Business Development and/or Technical resource(s).</p>	
<p><b>Main Tasks:</b></p> <p>Without being an exhaustive list, your key tasks and responsibilities can be characterised as Lead generation, Prospect/ Customer relationship development and Business Development. These are set out below:</p> <ul style="list-style-type: none"><li>• <b>Be a high performing individual and team member</b></li><li>• <b>Be passionate about high quality and best value</b></li><li>• <b>Embrace and promote our Company Culture &amp; Core Values, personally, within your team, the department, and throughout all internal and external interactions</b></li><li>• Identity, contact and endeavour to develop relationships with new customers</li><li>• Maintain relationships with existing customers and develop through additional people, departments and regions</li><li>• Utilising business systems, subscriptions, your own initiative and agreed strategies - Identify, qualify and develop new commercially viable business opportunities</li><li>• Follow up and maintain business opportunities throughout early stages in the lifecycle of projects</li><li>• Promote engagement and partnerships between customers and the business from an early stage</li><li>• Plan, create and deliver presentations on the benefits of the business to new clients</li><li>• Record all relevant information through detailed notes in relation to projects and the people involved</li><li>• Work with others in the department to ensure the correct resource is assigned to the project as early as required</li><li>• Identify and create accurate and compelling responses in relation to Pre-qualification questionnaires (PQQ) and Expressions of Interest (EOI) enquiries</li><li>• Attend events suitable for the promotion of business and development of new customers and partnerships</li></ul>	

**Main Tasks cont'd...:**

- Meet or exceed all agreed targets in relation to finding relevant opportunities
- Effectively handover opportunities to assigned Business Development and/or Technical resource(s) with detailed relevant information, introductions and insight
- Promote Opus solutions in favour of bespoke solutions wherever and whenever suitable but being careful not to miss-sell the solution
- Promote other aspects of the Company’s offerings e.g. Product Sales and Venue Services, as often as suitable opportunities permit
- Develop and maintain strategic business relationships with companies other than customers (specifiers etc.)
- Be aware of the competition’s effectiveness in the marketplace across varying regions
- Contribute to, meet and exceed agreed sales and marketing objectives
- Work with your team members and line manager to create effective future sales strategies for the department
- Liaise with internal departments, including Sales, Operations, Accounts, Engineering and Purchasing as necessary for the effective management of opportunities and your responsibilities
- Maintain your diary, expenses and timesheets in a timely fashion for planning and cost tracking purposes
- Maintain and promote effective use of the Company CRM system in relation to all company opportunities
- Carry out your work in accordance with Company Procedures
- Travel as required to meet the business objectives
- You will be expected to work hours in excess of the normal working day as required and in the interests of the business. (Additional remuneration will not normally be paid for these hours)
- Any other tasks as reasonably requested by your line management
- Manage your customer & sales prospects portfolio effectively and in a timely fashion

Agreed by Job Holder: \_\_\_\_\_ Signed: \_\_\_\_\_  
 Print Name: \_\_\_\_\_  
 Date: \_\_\_\_\_