



Business Development Manager H&H Reeds

Job Title: Business Development Manager

Reporting to: Sales & Marketing Manager

Overall Job Purpose:

To deliver an agreed sales strategy to meet agreed business objectives and to enable H&H Reeds to be the chosen provider for design, website development, digital marketing services, print and signage.

Primary Accountabilities

Main Duties:

- To maintain and develop relationships with new and existing clients.
- To research and identify new business opportunities.
- To be responsible for lead generation and appointment setting to arrange business meetings with prospective and existing clients.
- To generate and negotiate new revenue opportunities, whilst growing existing client revenues through upsell and cross sell plans.
- To maintain on-going client service and support
- To represent H&H Reeds through direct client/potential client communication in face-to-face meetings, telephone calls and emails.
- To achieve individual monthly and annual targets, by maximising all opportunities across H&H Reeds core pillars of Web, Digital, Design, Print and Signage.
- To create and be accountable for all client proposals, contracts, and any further documentation, following H&H Reeds procedure
- To identify areas for the promotion, marketing, and advertising of H&H Reeds
- To embrace and promote an entrepreneurial approach to grow H&H Reeds client base, revenues, and influence, and or helping advise clients with innovative and creative solutions.
- To provide the Sales & Marketing Manager with a regular sales and sales pipeline report.
- To monitor the sectors for H&H Reeds and to maintain an awareness of new methods, services, and products in order to ensure the company is capable of reaction to any developments.
- To improve the public perception of the company by face-to-face negotiations with customers and attendance on behalf of the company at required events.
- To attend, as required, meetings to review and report on business development activity, produce monthly sales and KPI reports, and pro-actively identify areas for commercial growth.

Secondary Accountabilities

1. To maintain current knowledge with regard to Health & Safety and in particular to legislation relevant to the company in order to advise colleagues or seek advice accordingly.
2. Operational ad hoc duties.