

Role Profile: Head of Business Development

Job Title:	Head of Business Development	Team:	Sales
Job Type:	Permanent	Reports to:	Jessica Hankers, Head of Sales and Chris Smith, Partnership Director (while Jess on Maternity Leave)
Prepared by:	Jessica Hankers	Date:	15/10/18
Department Goals:	The essence of the Sales Team is acquiring and retaining clients whose purchasing behaviour supports Virgin Incentives revenue generation and profitability objectives. Its goal is to set and achieve high levels of profitable sales across Virgin Incentives full range of products and solutions – growing year on year.		
Role Skill Set:	<p>Leadership: Manage and motivate the Virgin Incentives Sales Team, working closely with the team to encourage personal development and performance.</p> <p>Commercially Aware: Understand all Virgin Incentives products, product margins, services and competitors within the industry.</p> <p>New Business: New Business Strategy is followed and developed learning from all Marketing activities. All leads are proactively contacted in line with a predetermined call frequency to maximise our presence and to provide further information on our products and solutions.</p> <p>Relationship Building: Build strong relationships with key personnel to maximise conversion.</p>		
Job Purpose:	To ensure that all Business Direct (B2B) and Affinity (B2B2C) revenue targets are met as a department. To plan and carry out new sales activities to allow us to develop sales of the Virgin Incentives range of products. Proactively contact and manage the new business sales pipeline with new and existing business leads selling Virgin Experience Days, Leisure Vouchers and Virgin Gift Cards ensuring we are maximising profitability.		

Key Responsibilities

1. To proactively make sure that sales budgets and associated performance metrics are met as a department;
 - a. Sales Targets are met as a department
 - b. Sales profitability are met as a department
 - c. Manage and develop the New Business Strategy for Virgin Incentives working with the Sales Team, Marketing Team, External Suppliers and own personal pipeline to bring in a strong new business pipeline to assist achieving the above
2. Monitor and report on sales activity via our CRM system and provide relevant management information
3. Make the most of the Virgin Incentives Portal, rolling it out to B2B clients (existing and new)
4. Work closely with the Sales Team to continue personal growth within their roles and motivate them to achieve objectives and targets – including 1:1, Objectives, Personal coaching, monitoring performance, guidance and sales support etc
5. Work with the Partnership Director, PR Manager and Marketing Executive to ensure Virgin Incentives marketing plan is in place
6. Make sure that Virgin Incentives have the right products and technology in place for us to continue to grow

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7. Make sure all team members use CRM to its maximum and work with the CRM provider to develop as our needs change
8. Be involved in a couple of key clients, to ensure a strong relationship and continual growth

Person Specification

Skills

- Leadership – Motivating and leading a successful team
- Self-motivated, focused and driven with a strong work ethic
- Team player supporting team and colleagues at all times
- Ability to plan and prioritise work to meet targets and deadlines
- Exceptional eye for detail and high level of accuracy
- The ability to close a complex sale and assist team with tenders / proposals
- Excellent communication and presentation skills, with the ability to articulate the company's ongoing strategy and vision
- Strong commercial acumen with well-developed numerical and analytical skills
- Confident at problem solving and working to own initiative

Experience

- Telesales – dynamic and tenacious
- New Business generation – ability to research and act upon the findings to maximise opportunities. To be able to set and deliver a successful strategy
- Excellent relationship building – ensure existing clients meet their targets, cross selling across the Virgin Incentives brands whilst maintaining high service levels
- 8-years sales experience

Competencies

- Understanding of the motivation and incentive industry (desirable)
- Knowledge of the B2B experience/voucher market including its competitors (desirable)
- Knowledge of CRM Systems (Microsoft Dynamics is Desirable)
- Sales Training
- Managerial experiences (3 years plus)
- Proven track record for new business and hitting sales targets