

Position Description

Job Title: Business Development Manager (Projects)
Reporting To: Director
Directly reporting staff: Nil

Business

HME Services Pty Ltd is an industry leader in providing engineered solutions to the entertainment industry. Established in Sydney with an office also in QLD and Victoria, HME provides machine design, control and Audio Visual solutions as a one stop shop provider.

Scope and Purpose of Job:

This role is working specifically with the Projects stream of the business.

The primary role of the BDM is to prospect for new projects by networking, cold calling or other means of generating interest from potential clients. They must then plan persuasive approaches and pitches that will convince potential clients to do business with the company.

The BDM is required to grow and retain existing relationships by presenting new solutions and services to clients and consultants. Understanding the end clients' needs will be key to the success of the role. Getting buy-in from the consultant and/or builder will be the challenge in the ever changing market.

Strategic planning is paramount for this position, as it is the BDM's responsibility to develop the pipeline of new business coming into the company. This requires a thorough knowledge of the market, the solutions/services the company can provide, and of the company's competitors.

Specific accountabilities:

New Business

- Prospect for potential new projects and turn this into increased business.
- Ensure a robust pipeline of opportunities utilising tools such as estimate One and Bid Contender.
- Gather potential projects by growing, maintaining, and leveraging your network.
- Engage in potential builder clients and the decision makers within the project/organisation.
- Research and build relationships with new consultants and builders.
- Manage pricing of quotes and tenders for solutions/services.
- Use a variety of styles to persuade or negotiate appropriately.

Client Retention

- Present new products and services and enhance existing relationships.
- Work with technical staff and other internal colleagues to meet customer needs.
- Arrange and participate in internal and external client debriefs.

Planning

- Develop pricing strategies in consultation with management to convert tenders and maintain HME business metrics.
- Keep abreast of market pricing by seeking feedback from clients on missed opportunities.
- Attend industry events, such as trade shows and conferences, and provide feedback and information on market trends.
- Present to and consult with management on business trends with a view to developing new services, products, and sales opportunities.
- Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales.

- Using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators.

Reporting:

- Provide Director and Senior Management with monthly progress reports including pipeline opportunities
- Ensure that data is accurately entered and managed within the company's CRM or other sales management system.
- Forecast sales targets and ensure they are met by the team.

Other Duties: Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the role. Duties, responsibilities and activities may change at any time with or without notice.

Competencies

Competencies are the skills, behaviours and attitudes required for a person to be capable of doing the defined job.

Job Classification: Advanced

Core Competencies	
Customer Focus	Giving a high priority to (external and internal) customer satisfaction; anticipating the needs of a client, solving customer problems; building productive relationships
Delivering Results	Pursues everything with energy, drive, and a need to finish; does not give up before finishing; takes accountability for tasks/goals ensuring these are achieved; overcoming obstacles to achieve performance; continuously improving performance; pushes self and others for results
Constant Development	Approaching change with an open mind; looking to continuously improve the effectiveness of work activities against internal and external standards and better practice; looking to develop self to meet the needs of the future.
Innovation	Identifies, creates and exploits opportunities to add value to the business; Is imaginative in its approach and seeks to improve business performance by challenging conventional assumptions
Teamwork	Building relationships with others within HME to achieve business targets, sharing learning, knowledge and skills and promoting involvement across the business; maintaining personal integrity in our dealings with others both internal and external

Commercial Acumen Utilises knowledge of the business and external market to identify potential risks and/or opportunities; translates business principles into practical visions & ideas that suit the industry dynamics, market trends & specific operational needs; considers ideas in terms of their impact on employees, customers, financial measures, business strategy and external markets; utilises appropriate financial information to build understanding of business drivers.	Influencing Adapting behavioural and communication style to effect issues and gain consensual commitment from people at all levels across the business and within the client market
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Key Relationships

Internal: Director, Senior Management, Head of Sales, Sales Team and Admin Team

External: Consultants, Builders and Suppliers

Education

Required: HSC or equivalent, Bachelor's Degree or 3-5 years industry experience in a similar role.

Preferred: MBA

All Enquiries

Address all enquiries to Mark Paton. mpaton@hmeservices.com.au