

REGIONAL BDM

Job Title: Regional Business Development Manager – Truck Mounted Forklifts

Reporting to: Group Director (Bennie Equipment)

Location: North of England & Scotland

Hours: Monday to Friday 40 hours per week flexible hours between 07:00 and 18:00 - You are also required to work such additional hours as may be necessary for the proper performance of your duties or that may be required to fulfil role.

Bennie Equipment summary:

Bennie Equipment is a rapidly growing materials handling solutions company based in Northamptonshire, that supply a complete range of Materials Handling Equipment, and we are the UK distributor the Terberg Kinglifter range of truck mounted forklifts.

JOB ROLE

Reporting to the Group Director of Bennie Equipment, your key responsibility is the growth of the Northern region.

The area already hosts an existing client portfolio but ultimately the success of the role hinges on developing new business.

We are looking for candidates that come from a Materials Handling, HGV Leasing or Vehicle Body Building background, but other sectors will be considered

You will play a key role in all stages of the sales process, including initial prospecting, appointment making, customer presentations and demonstrations through to ultimately closing the deal.

The efficient planning and management of the territory is as crucial as your work ethic, drive and enthusiasm.

Offering a Consultative approach, working across all levels from shop floor to board level, you will develop a thorough understanding of each prospect or customer and their operations, looking for opportunity to secure new business, develop further business or provide additional value.

We are looking for a driven individual who can demonstrate a successful sales track record within their chosen field.

We place emphasis on career stability and therefore look for an employment history that demonstrates this. You will be a self-starter and have a strong work ethic, high energy, drive and determination.

RESPONSIBILITIES

- Visit potential customers for new business
- Visit existing customers to upsell and develop the relationship
- Provide customers with quotations
- Negotiate the terms of an agreement and close sales
- Gather market and customer information
- Identify new markets and business opportunities
- Record sales & activity on a CRM
- Analysis of CRM for sales opportunities

The above list of responsibilities is not exclusive or exhaustive and the post holder will be required to undertake such tasks as may reasonably be expected within the scope of the post.

COMPETENCIES

- The candidate should have a minimum of 2 years' experience in field sales
- Strong new business development skills.
- Effective account management / development capabilities.
- Personable – ability to build strong relationships.
- Strong presentation and customer facing skills (written and verbal presentations, equipment demonstration, price negotiation and objection handling).
- Commercial acumen (need identification, market awareness, competitor awareness).
- Solution sales ability.
- Numerically competent.
- IT skills (Microsoft Office, email, CRM.).
- Excellent organisational skills (specifically territory planning, time management and working to deadline).
- Ability to absorb client information and communicate features and benefits to customers

WHAT WE OFFER

Remuneration: We offer a competitive salary

Holiday: 24 days holiday + 8 days statutory.

Pension: Statutory Pension contribution.

Development: We are committed to investing in our people, so we invest in you. Development is in your hands and we want to enable this so your progression at Bennie is only limited by what you want to achieve.

Recognition scheme: That culminates with our Annual award ceremony.

Socials: Join us for our bi-annual socials, where you really are part of the family.

Finally, Our long-standing family tradition, of giving staff a Christmas turkey

This Job description should be regularly reviewed to ensure they are an accurate representation of the post.

To apply, please send a copy of your CV and covering letter to careers@bennie.co.uk