

# Betta Fire Protection

## JOB DESCRIPTION

### Business Development Manager

**Location:** 4/8-9 Tilley Lane, Frenchs Forest NSW 2086  
**Reporting To:** Managing Director  
**Hours of Work:** 8:30am – 5pm (Mon to Fri)

#### POSITION SUMMARY

A business development manager needs to: research and identify new business opportunities - including new markets, growth areas, trends, customers, partnerships, products and services - or new ways of reaching existing markets, foster and develop relationships with customers/clients.

#### KEY RESPONSIBILITY AREAS

Key Responsibility	This is achieved by doing the following
Develop growth strategies and plans	<ul style="list-style-type: none"><li>• Research key areas for growth and customer need</li><li>• Write and present business proposals</li><li>• Implement necessary resources</li><li>• Test and measure outcomes</li><li>• Meeting regularly with the Marketing department</li><li>• Research industry trends and developments</li></ul>
Manage and retain relationships with existing clients	<ul style="list-style-type: none"><li>• Identify key account with highest return and highest potential</li><li>• Schedule regular contact points with key clients using phone, email, video call, face to face meetings</li><li>• Broadcast new initiatives and information to relevant clients using EDM, email, website, among others.</li><li>• Closely review Key Performance Indicators such as:<ul style="list-style-type: none"><li>• Revenue, profit, cost of goods, fixed costs, survey responses, service levels, complaints and average dollar sales</li></ul></li><li>• Compile and provide client's with performance reports, including response times, service levels, return on investment, asset downtime &amp; defects.</li></ul>
Increase new client base	<ul style="list-style-type: none"><li>• Attend and host networking events</li><li>• Develop marketing strategies and campaigns</li><li>• Log and follow up on all leads and opportunities</li><li>• Achieve set monthly targets for opportunities, leads, calls, meetings, conversion to sale and average dollar sale</li><li>• Draft and review contracts</li><li>• Negotiate with stakeholders</li></ul>

Liaise with Operations Team	<ul style="list-style-type: none"> <li>• Maintain open lines of communication with the Operation Team, including regular meeting and KPI reviews</li> <li>• Involve operations in resourcing decisions at the customer proposal stage.</li> <li>• Involve operations at a technician level in key client meetings</li> <li>• Ensure smooth hand over to the operations at the proposal conversion stage.</li> <li>• Monitor key accounts and assist operations when issues arise.</li> </ul>
Comply with company policies and procedures	<ul style="list-style-type: none"> <li>• Comply with Work Health Safety</li> <li>• Company Core Values</li> </ul>

## PERSONAL QUALITIES

- Proactive and self-motivated – Pioneer your projects
- Flexible and approachable – Go with the flow
- Excellent communication skills – Listen, talk and write well
- Organisational skills – Have a do it now attitude
- Confidentially handle sensitive information – Do the right thing, always
- Excellent standards of personal presentation – Take care of yourself

## SKILLS & KNOWLEDGE

- Competence in operating Microsoft Office Suite of products
- Smart presentation
- Communication skills (at all levels)
- Performance under pressure
- Organisational skills
- Time management skills
- Negotiation and closing skills
- Problem resolution
- Knowledge of fire industry legislation and standards
- Full, clean NSW driver's licence

**NOTE:** *This job description is not intended to be all-inclusive. The employee may perform other related duties as negotiated to meet the ongoing needs of the organisation.*