



JOB TITLE –	Business Development Manager
REPORTS TO –	Commercial and Creative director
LOCATION –	Standfast & Barracks
DEPARTMENT–	Sales
SCOPE OF JOB - Responsible for driving revenue growth by identifying and pursuing new business opportunities, building strong client relationships, and executing strategic sales initiatives.	

PURPOSE – The role involves lead generation, market research, competitive analysis, and collaboration with internal teams to align sales strategies with business goals. To manage and grow sales in line with the agreed budgets and 5-year planning card, in line with agreed margins and maintaining the highest levels of customer services.

Key Responsibilities:

- Maintain effective communication across the manufacturing process to support current and future business development.
- Develop and implement targeted high-margin sales strategies.
- Collaborate with the Creative and Commercial Director to analyse market trends, identify new opportunities, and drive long-term growth.
- Provide customers with accurate pricing information, including annual price adjustments.
- Utilise sales data to identify trends, drive decision-making, and develop strategies for revenue growth.
- Work cross-functionally with design, marketing, product development, production, and finance to create integrated sales and marketing plans.
- Maintain accurate customer activity records for forecasting and business planning.
- Deliver exceptional customer service by anticipating needs, providing feedback to product and production teams, and enhancing customer satisfaction.
- Oversee the development of new designs and collections in collaboration with internal teams, including design specifications, quotations, and project timelines.
- Address and resolve customer complaints and quality issues efficiently, following all standard operating procedures (SOPs).
- Stay informed on production processes, innovation, and design trends to facilitate high-margin white-label business development.
- Ensure timely and accurate follow-ups on meetings, exhibitions, and customer inquiries, articulating the value of the company's offerings confidently in various settings.
- Respond promptly to all sales-related customer inquiries.
- Perform other related duties as required.

MEASURE OF SUCCESS

1. Revenue & Sales Growth

- Achievement of sales targets and revenue goals.
- Growth in high-margin business and profitability.
- Increase in new business acquisitions and client retention.

2. Market Expansion & Business Development

- Successful entry into new markets or customer segments.



- Expansion of product offerings and development of white-label business.
- Effective identification and conversion of new business opportunities.

3. Customer Relationship Management

- High customer satisfaction and retention rates.
- Positive client feedback and testimonials.
- Reduced number of customer complaints and quick resolution of quality issues.

4. Strategic Execution & Innovation

- Implementation of effective sales strategies aligned with market trends.
- Contribution to the development of innovative sales and marketing approaches.
- Influence on product design and development based on customer insights.

5. Process Efficiency & Collaboration

- Effective cross-functional collaboration with design, marketing, production, and finance teams.
- Accuracy and timeliness in providing pricing information and forecasting.
- Efficient response times to customer inquiries and sales-related requests.

6. Data-Driven Decision Making

- Use of sales data to identify trends, improve strategies, and increase revenue.
- Accuracy in sales forecasting and reporting.
- Data-driven adjustments to business development initiatives for continuous improvement.

CONNECTING WITH OTHERS

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| <ul style="list-style-type: none">• To work with production and quality to feed back any commercial issues to improve the service and quality• To work with the Head of design on development of any new products and to feed back all market intelligence | <ul style="list-style-type: none">• To work with the team in ensuring that the critical path for new work/ranges are clearly agreed, communicated, closely monitored, and delivered in line with both factory and customer expectations.• External connections to be maintained customers, suppliers, external stake holders across the group |
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QUALIFICATION

- Bachelor's degree in business administration, Sales, Marketing, or a related field.

EXPERIENCE & SKILLS

- Previous role in Sales, experience of dealing with Commercial and Design issues.
- Proven experience in business development, sales, or a similar role within the manufacturing or design industry. An extensive knowledge of the Home Furnishing and wallpaper market is essential
- Strong analytical, negotiation, and communication skills.



	<ul style="list-style-type: none">• Ability to work collaboratively with cross-functional teams.• Proficiency in CRM software and Microsoft Office Suite.• Strategic mindset with a results-driven approach.• Experience in project management skills• Attention to detail
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BEHAVIOURS

1. Proactive & Results-Driven

- Takes initiative to identify and pursue new business opportunities.
- Sets and achieves ambitious sales goals.
- Adopts a solution-oriented approach to overcome challenges.

2. Strong Relationship Management

- Builds and nurtures long-term relationships with clients, stakeholders, and internal teams.
- Actively listens and understands client needs, providing tailored solutions.
- Communicates effectively and persuasively in various business settings.

3. Strategic & Analytical Thinking

- Uses data to drive decision-making and sales strategies.
- Analyses market trends and competitors to identify opportunities.
- Develops innovative approaches to drive revenue and business growth.

4. Adaptability & Problem-Solving

- Adapts quickly to changing market conditions and customer needs.
- Handles objections and negotiations with confidence and professionalism.
- Thinks creatively to develop and implement effective business strategies.

5. Collaborative & Team-Oriented

- Works effectively across departments, including design, marketing, production, and finance.
- Shares insights and feedback to improve overall business performance.
- Supports colleagues and contributes to a positive team environment.

6. Customer-Centric Approach

- Demonstrates a deep understanding of customer needs and preferences.
- Provides exceptional customer service and ensures client satisfaction.
- Acts as a trusted advisor to clients, offering valuable insights and support.

FOR LINE MANAGER ROLES ONLY

TOTAL EMPLOYEES –	DIRECT REPORTS –
COST RESPONSIBILITY –	REVENUE RESPONSIBILITY –
INFLUENCE –	

I agree within reason to undertake other duties over and above those listed in the job description.