# Customer Development Manager

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| Brand: Report To:  | BibendumCustomer Development Director/Business Development Director | Job Family:Sub Family:  | SalesSales  |

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| Purpose |
| * Drive new business in large single sites and regional multiple operating groups, with typical spend of between £100k and £4m p.a.
* Lead the tender & DE process for large single sites and MOGs
* Deliver individual budgeted GMAR via new business acquisition, developing both own leads and converting head office leads
* Manage an active prospect tracker and develop appropriate contact strategies
* Manage a small ledger of existing ongoing, by exception at RMD discretion
* To communicate and ensure the implementation of the RBU business plan, in respect of prospects and new business strategy
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| Core Accountabilities |
| * To prepare and implement designated new business plans in conjunction with the Commercial Planning Manager and line manager that maximise the commercial potential of both existing and prospect accounts
* To identify and evaluate all large incremental business opportunities in conjunction with key stakeholders
* Clear focus on “our” brands distribution and volume as well as other strategic/preferred brands as directed
* To develop and implement a suitable addressable market contact strategy that enables Bibendum to maximise commercial opportunities
* To achieve agreed profit targets for the account base
* To maintain up to date prospect data base showing revenue and profit opportunity, expected date of trading and progress
* To implement price increases in account base in line with company expectations and competitors
* To manage Customer credit terms and debt in line with company business, business proposals supported with Sales Agreement Document, ROI form / Deal Evaluators
* To coordinate the migration of new customers into ongoing Regional coverage requirements

KPIs* Achieve budgeted GMAR delivery from net new business each fiscal
* Growth Objectives
* Maintain Accurate and updated Prospect Data Base
* Minimum of 10 meaningful prospect/customer meetings a week
* Prospect leads to be contacted within 24 hours of receipt
* Maintain regional debtor days and risk management
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| Key Relationships  |
| Internal * RMD
* BDD/CDD
* CPM
* RSM
* Depot Managers
* CDM/BDM/ACM
* WDS
* SAE
* Head Office Functions
* Depot Functions

External* Key Customers and potential customers
* Key Suppliers
* Industry bodies
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| Experience, Skills and Knowledge  |
| * Significant Account Management experience
* Track Record of New Business Generation
* Proven strong negotiation and networking skills in key and multiple accounts
* Highly resilient, focussed and determined “new business mindset”
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| Qualifications & Education |
| * Educated to ‘A’ level/degree standard or equivalent
* Minimum WSET Advanced
* Full Driving Licence 6 points max
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