# Customer Development Manager

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| Brand:Report To: | Bibendum  Customer Development Director/Business Development Director | Job Family:Sub Family: | Sales  Sales |

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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 |
| 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 |
| 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 |
| 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” |
| Qualifications & Education |
| * Educated to ‘A’ level/degree standard or equivalent * Minimum WSET Advanced * Full Driving Licence 6 points max |