



## Business Development Manager - UK

*Peerless-AV, Unit 2 Curo Park, Frogmore, St Albans, Hertfordshire AL2 2DD*

Type: Permanent

Salary: Competitive plus benefits

Hours: Monday to Friday / 37.5 hours per week

Available: ASAP

<https://eu.peerless-av.com/>

Please apply to [HR@Peerless-av.eu.com](mailto:HR@Peerless-av.eu.com)

### ABOUT US

Peerless-AV is Europe's leading digital signage manufacturer, and as a business we provide Digital Signage and AV mounting solutions across range of vertical markets via our channel partners. Our European HQ is based in St Albans, Hertfordshire and we are responsible for the UK Europe, Middle East and African markets.

### THE ROLE

An opportunity has arisen within our Professional Division for a Business Development Manager to join the team. The position reports to the UK Director of Sales and the successful applicant will help manage/develop our key reseller network and be responsible for generating new business and owning their own project pipeline.

The role includes regular travel, and our sales staff are expected to be able to attend international and domestic trade shows, all with overnight stays. The role would be suited to an outgoing and self-motivated individual who enjoys meeting new people and developing sustainable working relationships.

The successful candidate will have a proven history of hitting and exceeding Sales targets and possess a positive attitude. Relevant industry experience is important but not essential. The successful candidate will be expected to develop strong working relationships with new and existing resellers / distributors, consultants and end customers.

*\*\*After a qualifying period, you will be eligible to receive private medical insurance, life insurance, and enhanced pension contributions.*

*There is also a subsidised Staff Social Club and other company funded events throughout the year for those who wish to participate.*

### KEY TASKS

- **Grow our sales in existing and new key accounts by: -**
  - Implementing our long-term business strategy through agreed sales channels to achieve sales and profit targets.
  - Providing support to the dealer/customer/distributor by way of relationship management, sales promotions, marketing initiatives and training.
  - Broadening our business opportunities by investigating and developing new and existing customers and our routes to market.
  - Being our ambassador at events, shows, exhibitions and with customers and prospects.
  - Monitoring individual key accounts performance against targets and present analysis of results at sales meetings with senior management.
  - Maintaining a high level of product and industry knowledge to ensure first-class customer service.
  - Conducting research to identify potential new markets/opportunities and customer needs.
  - Working with our marketing team to create marketing campaigns, promotions and sales training programs that have a positive impact.

### SKILLS & ATTRIBUTES REQUIRED

- A proven history of sales experience and managing individual accounts. Experience of selling to resellers, system integrators and end customers.
- A history of achieving budget and demonstrating good business acumen and strong financial skills.
- Good standard of IT literacy.
- Good communication skills in all aspects (verbal and written)
- Excellent presentation skills
- Relationship builder, with the ability to win the trust and respect of internal and external customers. Possess the ability to develop existing and potential accounts.



REQUIRED QUALIFICATIONS/EXPERIENCE
<ul style="list-style-type: none"><li>• Full UK driving licence</li><li>• Minimum of 3 years sales experience in the UK AV Industry</li></ul>
ADVANTAGOUS TO HAVE
<ul style="list-style-type: none"><li>• Batchelors degree (or equivalent)</li></ul>