



# Job Description

**Position:** - Business Development Manager

**Report to:** - Director

**Overview of role:** - Drive and accelerate the business with existing distributors and expand our distribution network globally. Build, maintain, and develop relationships with new and established distributors and key account customers. Develop and deliver a successful channel strategy to increase revenue through distributor and key account sales.

**Principle responsibilities:** - To carry out all tasks set out by the Director in accordance with company requirements to meet company requirements and objectives. Responsibilities will include, but are not limited to the following:

- Develop and execute Scanprobe's distribution strategy.
- Become an expert on Scanprobe's products, services and software, product roadmap and company vision.
- Build, maintain, and develop relationships with new and established stakeholders to understand and maximise success for both parties.
- Evaluate and assess the strategic and revenue impact of potential opportunities with existing and new distributors.
- Profitably develop and grow Scanprobe's business with existing distributors whilst continually cultivating new channel distributors and markets.
- Develop sourcing and negotiation strategies that deliver against business objectives and achieves sustainable relationships with distributors.
- Work with the marketing manager to deliver to our external stakeholders, marketing campaigns tailored to the distribution channel to promote the Scanprobe brand.
- Meet or exceed sales forecasts while ensuring appropriate profit margins are maintained.
- Work with distribution sales managers to help grow sales within their geographies.
- Manage respective distributor relationships and performance, including but not limited to dispute resolution.
- Collaborate with marketing, product & engineering, and finance teams internally, and address any issues across these disciplines with distributors and key account customers.



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- Develop key performance measures for chosen distributors and negotiate on multiple variables and commercial terms, to award longer-term strategic contracts.
- Monitor industry market conditions, technology roadmaps and identify distributor and customer demand challenges and opportunities.
- Carry out regular competitor analysis reviewing their products and services, customer reviews and social media channels to see how we compare.
- Attend trade shows and external consultant events and action any follow ups, new customer correspondence and new leads.
- Carry our regular quantitative surveys of our existing distributor and key account customer base to highlight changes in their needs and expectations.
- Maintain a strong understanding of business operations and translate into the distribution program delivery cycle.
- Work with quality manager to ensure that distributors are meeting customer needs and expectations and are monitored in line with our ISO requirements.
- Maintain all distributor documentation as well as key stakeholder information for internal audits.
- Have a positive attitude and provide a high level of customer service to all customers, staff and external providers.

*The above tasks and responsibilities are not an exhaustive list and you may be required to undertake other reasonable duties to utilise your skills, experience and competencies. This description may be varied from time to time to reflect changing business requirements.*

**I have read and understood and agree with this job description and confirm that I have been provided with a copy for my own records.**

Issued by: \_\_\_\_\_

Manager

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Accepted by: \_\_\_\_\_

(Insert Employee Name)

Signature: \_\_\_\_\_

Date: \_\_\_\_\_