

Business Development Manager

Glasgows is one of the UK's leading event, digital and video agencies and with 30 years' experience we have established an enviable reputation in the live events industry. We help our clients communicate and interact with their stakeholders, creating impact and maximising their ROI by developing and delivering innovative live events, interactive technology solutions and video.

We are looking for an ambitious and experienced BDM to expand our sales and develop relationships with new clients across a range of target sectors.

Role

Working to the directors, you will be responsible for identifying and developing new business opportunities. The role encompasses the full sales process from research of potential clients, securing appointments, developing relationships, gaining briefs, preparing and presenting proposals.

Primary Objective

- To generate new business opportunities across targeted sectors and selected client organisations

Key Responsibilities

- To research and identify potential clients and decision makers and pursue new sales opportunities in agreed market sectors and agreed target organisations
- To fully understand the company's offerings and engage with all teams within the business to be able to explain and demonstrate to potential customers how Glasgows can provide creativity, innovation and VFM
- To cold call within relevant market place to ensure robust pipeline of opportunities
- To set up meetings with decision makers, project leaders and key business managers, including procurement teams, to present Glasgows credentials
- To secure project briefs and ITTs, preferably in person, (or by email or phone), from decision makers and/or budget holders
- To actively engage in internal briefing and customer communications
- To convert opportunities by leading proposal development and pitches working with the wider agency team

Experience

You will have a track record within sales/business development - ideally within the events, event production, event technology sector or an affiliated industry. You may currently be working for an AV production or event technology company but looking to develop your career with a more creative and forward moving event production and interactive technology agency.

Key Requirements

- Personable and professional with excellent and engaging interpersonal skills
- Relevant commercial and operational experience in the events industry - ideally within an events production or event technology or AV company
- Solid understanding of event technologies
- Proven track record within sales/business development in this or an aligned sector
- Strong prospecting and selling skills
- Relationship builder
- Sales planning/identification of customer needs and challenges
- Have excellent presentation skills
- Experience in securing preferred supplier status with corporate clients
- Organised, self-motivated and disciplined
- Experience of multichannel approach to new business – telemarketing/social/digital
- Tenacity and drive, going the extra mile
- Can work independently or part of a larger project team
- Full clean driving license

Location and Remuneration

Our Head Office is based in Leyland, Lancashire. It is envisaged that you will be in the office when not at sales meetings but we can be flexible after an initial period.

The position carries an excellent package including salary circa £45K depending on experience plus car allowance and contributory pension scheme, as well as non-contractual profit related bonus together with other benefits such as healthcare insurance which are activated following a period of employment.

Apply

To apply for this position please send a covering letter detailing why Glasgows should consider you, please include details pertaining to the skills/experience requirements listed, your CV, the names of two referees from your present/previous employment and your current salary details to g@glasgows.co.uk

All applications will be treated with strict confidentiality. References will only be sought with your permission.

Glasgows is an equal opportunities employer and is fully committed to a policy of treating all job applicants and employees equally regardless of race, colour, ethnic origin, nationality, national origin, religion or belief, sex, sexual orientation, gender reassignment, age, marital or civil partnership status, disability, or offending background.

Please note that we can only consider applications for those legally entitled to work in the UK.

Glasgows has a detailed Equal Opportunities and Dignity at Work Policy that must be upheld by its employees and casual workers. If you are appointed, you will be required to accept these provisions on appointment.