

<b>Job Title</b>	Business Development Manager – KSA, Egypt & Kuwait
<b>Department</b>	Sales
<b>Reporting to</b>	Commercial Manager – Middle East & Africa
<b>Scope of Role</b>	<p>Advanced Electronics is one of the market leaders in the design, manufacture and sale of fire detection panels in the UK and is a growing provider of complete systems internationally.</p> <p>Growth in key international markets is a major strategic goal of Advanced.</p> <p>To enable this, we are looking to increase our Business Development resource in the Middle East.</p> <p>With an established customer base and sales channels, the focus for this role will be international growth by building on our reputation, managing and developing share with existing customer accounts by proactively entering new markets.</p> <p>As our Business Development Manager, you will identify, target, and develop close relationships with key stakeholders, influencing product roadmap and driving demand for our solution as the preferred choice in this region.</p>
<b>Specific Responsibilities</b>	<p>Understand the value proposition delivered by Advanced Electronics products and solutions to meet the requirements of current codes and standards and the specific needs of target end users to drive sustained profitable growth across the region.</p> <ul style="list-style-type: none"> <li>• Identify new prospects and channels that suit our strategy and approach to market across the region. With the goal of driving consistent and sustainable growth whilst maximizing profitability.</li> <li>• In collaboration with the Commercial Manager, develop a clear and quantified strategy to market coverage in each target country aligning channels, customers pricing and promotions to deliver growth.</li> <li>• Maximize share of wallet with existing customers by becoming the partner of choice and help each customer develop long term value and profitability.</li> <li>• Drive brand awareness by influencing specifiers and AHJ's to ensure the Advanced brand and solutions are included as preferred products on specification.</li> <li>• Provide feedback on competitors, market trends and changes to ensure our products maintain a market leading position.</li> <li>• Work closely with Product Management to develop a product roadmap for the region using your market insight on trends and changes and ensure our products maintain the relevant approvals and listings and grow in reputation.</li> <li>• Negotiate tender and contract terms and conditions to meet both client and company needs</li> <li>• Provide pre-sales technical assistance and product education as appropriate.</li> <li>• Prepare regular and accurate forecasts and reporting as required.</li> </ul>

	<ul style="list-style-type: none"> <li>Support marketing activities by attending trade shows, conferences, and other marketing events.</li> </ul>
<b>Pay &amp; Benefits</b>	Competitive

<b>Person Specification</b>	
<b>Requirement:</b>	
<b>Qualifications / Education / Training:</b>	
A degree in technical or business discipline	
<b>Experience</b>	
With 3 to 5 years recent experience in a similar technical sales / business development role within Fire industry you will be able to demonstrate	
<ul style="list-style-type: none"> <li>sound <b>judgement and good business sense</b>, where you're able to think strategically, understand customer needs and potential for growth, and translate that into meaningful forecasts and ultimately sales.</li> <li>your ability to <b>find new customers</b> through your networks, and knowledge of the market.</li> <li><b>Proven success</b>, where you have consistently met challenging sales targets through new business and by developing existing accounts.</li> <li><b>Evidence of working collaboratively</b> and influencing a team in diverse geographies.</li> </ul>	
<b>Skills &amp; Competencies:</b>	
<ul style="list-style-type: none"> <li><b>Communication:</b> you will be able to adapt your communication style to the needs of the audience and the situation (including technical presentations, face to face meetings, phone calls etc). Demonstrating transparency, frankness, and openness, wherever possible. <b>You will know</b> what it is to actively listen, to gain full understanding of situations and requirements.</li> <li>You will understand and demonstrate in your day to day activities how to <b>build relationships</b> quickly and effectively both within our business and externally.</li> <li>You will be <b>computer literate</b> with knowledge of Microsoft Office package and CRM system.</li> <li><b>Language skills:</b> you will be fluent in English (written and spoken), having additional relevant language skills like Arabic would be a distinct advantage.</li> </ul>	
<b>Personal Attributes:</b>	
As a Business Development Manager you will:	
<ul style="list-style-type: none"> <li>Be able to demonstrate <b>resilience and tenacity</b></li> <li>Have the <b>energy and drive</b> to move the business forward.</li> <li>Invest time in <b>learning and personal development</b>.</li> <li>Understand the value of collaboration and can demonstrate <b>real evidence of taking a collaborative approach across the business</b></li> </ul>	
<b>Other:</b>	
You must be able to travel widely and regularly within the sales region and to Head Office in the UK as required.	