

RAMTECH ELECTRONICS LIMITED

Job Description – Business Development Manager (Central region)

Job Title	Business Development Manager Central region	Reporting to	Sales Director - North America
Department	Sales	Direct Reports	-
Location	USA	Travel Required	Considerable travel throughout the USA on average 2 weeks per month.

Background

Ramtech Electronics has been supplying innovative wireless solutions since 1990. With its headquarters in Nottingham, England, we started delivering solutions to the leisure industry in the UK. Nearly 30 years on, Ramtech now delivers solutions in multiple sectors globally and are looking to expand this across the USA and Canadian markets.

From concept design through to implementation, we have a track record of delivering industry leading IoT solutions in over 20 countries worldwide, developed directly in response to the needs of our customers. Our products help clients improve safety, security, operational efficiency, data insight, customer satisfaction, profitability and more.

We are ambitious and the growth year on year demonstrates the hard work and commitment we gain from our people - the heartbeat of Ramtech. We have a diverse and growing workforce and pride ourselves on providing an environment where collaboration is encouraged. We approach product development and deployment through drawing together expertise from across the business. Supported by agile systems and processes, our people are motivated to experiment, take risks and innovate to ensure Ramtech remains a market leader. We fail fast to learn fast, ensuring our solutions meet our customer needs and are delivered on time.

Our mission is to expand our product range into multiple industries worldwide. To help us achieve this, we are looking for people that share our values and enthusiasm for achieving our vision.

Our Vision

Empowering customers to save lives, protect assets and gain insight through industry leading innovative wireless solutions.

COVID-19 Work Methodology

Ramtech is dedicated to providing an excellent work experience as well as a safe work environment. We welcome employees to work from our office as we have taken measures to ensure sufficient social distancing. As traveling is a critical component of this role, Ramtech is very conscious to reinforce and ensure work and travel is executed in compliance with standard guidelines requiring social distancing, the use of hand sanitizer, facial masks and continuous handwashing activities as communicated from the Centers for Disease Control, in addition to local, state and national health guidelines to support the safety of our employees.

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or physical requirements. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. Applicants must complete the entire application and answer ALL questions and any applicable assessments for consideration.

Our Values

Customer 1st	Listen carefully, delight and exceed customer expectations
Can Do	Enthusiastic, positive, flexible, passionate and Open Minded
Complete Integrity	Fair, honest and have integrity
Commitment	Reliable & Get the job done
Continuous Improvement	Fail fast to learn fast and deliver first class outcomes
Collaboration	Generate diverse ideas, communicate and support each other for the achievement of common goals

Job Purpose

The role will involve the appointment and management of a distribution / reseller network across the USA, in order to set, monitor and maximise sales, as well as, profit, targets, and KPI setting; for the designated region / territory in the USA market.

The role will involve the growth and development of major key accounts, as well as direct and indirect channels, through existing distribution channels and direct sales and will require upto 2 weeks travel per month to the USA.

Accountabilities

Export Team Accountabilities

1. Ensure a "one team" approach in order to achieve our sales strategy
2. Work collaboratively with the export sales team to deliver the sales targets and develop the growth of the territory / region
3. Model the Company values pursuant to the Company Vision, mission and objectives.
4. Ensure compliance with all Ramtech policies & procedures, including health & Safety, ISO Quality Standards, Information Security, and customer codes of practice.
5. Develop and maintain key client relationships, as appropriate, in pursuant of the Sales Strategy

Functional Export Sales Accountabilities

1. Deliver the Sales strategy for the designated region / territory
2. Oversee and administer all sales activities for our product range in line with the pricing strategy, targets and forecasts, as agreed with the Sales Director - North America
3. Identify and establish specific new business opportunities to develop and expand the region / territory
4. Develop and maintain professional relationships with all clients / customers to ensure an excellent level of service and customer satisfaction
5. In conjunction with the Sales Director - North America, identify and agree achievable sales forecasts, using previous sales history and market trends to develop and appoint new market leads, including the establishment of appropriate KPI's
6. Maintain the CRM system to ensure accuracy of stock
7. Research, contact, present, and account manage, sales activities and market leads within the region / territory
8. Achieve sales and profit targets as outlined by the Sales Director - North America

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9. Train and support new distributors with appropriate product knowledge
10. Support distributors from a sales, operational and customer service perspective
11. Where necessary, support distributors with marketing knowledge, collateral and initiatives
12. Support distributors with key influencer relationships within the designated region / territory
13. Ensure accurate stock forecasting to fulfil stock orders, as per contractual agreements
14. Develop and maintain an up to date knowledge of the key players, market share and market drivers in the relevant territory / region, through meetings with key influencers and decision makers.
15. Negotiate and manage relationships with all key customer contacts and accounts, to ensure effective trading operations and customer relations

Standards of Performance

1. Provide a monthly report to the Sales Director – North America on performance against sales, budgets, targets, stock requirements, KPI's and contractual obligations and requirements
2. Manage accounts and budgets to achieve agreed sales, revenue & profit targets for the designated region / territory
3. Establish region / territory sales networks for Ramtech' s product range
4. All other objectives set by the Sales Director – North America to deliver the sales strategy

Person Specification

Experience

- Professional attitude with a passion and interest in technology-based applications & solutions
- Proven sales experience with exceptional commercial skills developed in an international business
- Experience of developing export sales within a territory / region
- Experience of working with and strong knowledge of export sales within a broad range of territories / regions

Skills

- Enthusiastic, committed with strong communication and interpersonal skills
- Self-starter, outgoing personality with excellent selling and negotiating skills
- Proven track record of B2B sales experience in technology-based businesses such as RF / Wireless, IOT, and Security & Safety solutions
- Adaptability and willingness to continually improve and explore feasibility of new ideas and initiatives
- Ability to work using their own initiative with a positive "can do" attitude.
- Proven and demonstrative track record in building channels and management of distributors and resellers within the region / territory
- Strong organizational and listening skills
- Excellent IT skills – Word, Excel, PowerPoint, CRM and associated presentation software
- Experience of added value technical products / solutions, preferably with a technical bias
- Strong academic background, preferably to degree level in a business management, sales or marketing
- Strong commercial & negotiation skills

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Values & Personal Qualities

- Strong alignment to our company values
- Strong commercial & negotiation skills
- An engaged all-rounder with a natural interest in emerging technologies – “Well rounded and comprehensively engaged in the sales industry with a natural inclination towards emerging technologies”
- Self-motivated with drive and enthusiasm
- Results driven, with a demonstrable experience of growing sales and building relationships.
- Need to be able to travel extensively in the USA
- Car driver

Physical Demands and Work Environment:

- Occasionally/Frequently/Continually required to talk or hear
- Occasionally/Frequently/Continually required to sit
- Occasionally/Frequently/Continually use a keyboard
- Occasionally/Frequently/Continually required to lift/push/carry items less than 25 pounds/ up to 25 pounds

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