



Job Description - Business Development Assistant / Trainee (BDA)

Job Summary:

The primary role of the BDA at HIAV is to manage all internal sales generated from customers contacting the Company via the telephone, email or internet. In addition, the BDA is expected to maintain the Company presence on the internet and social media with product and news information. It is also expected that the BDA will develop direct marketing and sales skills to find and win new business opportunities in our target markets.

The role is target based, targets will be agreed at regular intervals and the BDA is expected to at least achieve these targets and on regular occasions exceed them. This a business to business role. The target markets will be defined by the MD in terms of the size, location and business activity of the organizations in those markets.

As this is fundamentally a sales and marketing role, the BDA will be expected to acquire and develop relevant sales and marketing skills and keep them updated. Additionally, as the products and solutions HIAV sell are technical it is essential that the post-holder has a basic understanding of technology and works to enhance relevant technical knowledge and skills and keeps informed of developments in the industry.

As with all sales & marketing roles the BDA will be required to keep records of activity, customer and prospect encounters and ongoing sales opportunities. Selling will require the use of a solution sales approach. The winning of new business will require the creation of technical designs and sales proposals.

The role is mainly office based. From time to time meetings with customers and prospects will occur at their premises.

Job Details:

Key Accountabilities	Indicators of Effectiveness
Marketing Strategy	Creation, annual renewal of a marketing plan and development of marketing skills
Marketing Activity	Execution of the marketing plan
Lead Generation	Generation of the target number of new leads (refer to definition of a lead) either from the above marketing plan
Prospecting	Converting leads into prospects (refer to definition of a prospect)
Sales Enquiries / requests for proposal / quotation	The number of these generated on a weekly average basis over a monthly period
Conversion Rate	Number of enquiries converted into actual sales
Gross profit margin	The total profit margin generated from sales on a monthly basis
Maintaining product knowledge in line with industry developments	Training courses attended, accreditations gained, sales of latest products, develop system design skills, attend trade shows and manufacturer product launches.
Sales development	Improving conversion rate and gross profit margin on a year on year basis



Necessary Skills and Attributes:

Skills and Attributes	Details
Academic/Technical Qualifications.	National 5 level English Higher level Maths Higher level Physics or computer related subject
Knowledge and Experience	Knowledge of and ability to design Commercial Audio Visual solutions and integrate the latest products.
Computer Skills	Microsoft Office 365 Sage Accounts (not mandatory)
Industry Experience	Demonstrable experience of at least one of our principle target vertical markets.
Selling skills	Knowledge of selling Experience of a solution sales methodology
Communication Skills	Presentation skills. Good questioning and listening skills. Ability to gather information about a customer's requirements. Good positive and welcoming personality.
Attitudes and Behaviour	Positive forward thinker that is self-motivated and driven to succeed. Ability to persevere and change tack to succeed.

Key Relationships:

Within Your Company:

Reports directly to the Business Development Manager (BDM) / Managing Director.

External to Your Company:

Relationships with key decision makers in managed accounts

Authorisation:

_____	_____	_____	_____
Name	Job Title	Signature	Date
_____	_____	_____	_____
Name	Job Title	Signature	Date