

## **New Business Manager/Business Development Manager – (North or South) - £40k– 50k plus benefits**

The successful candidate will be an experienced sales manager with an ability to convert new leads into active customers that want to Drink the Difference. They will take our 2030 purpose out on the road and inspire everyone they meet to join us.

Success will be measured by the number of new customers onboarded across our product portfolio and/or bringing scale customers onboard that deliver strategic opportunities. These customers will know what we do and what we stand for, not everyone is the right customer for us, and we are not always the right business for them. Getting this right is crucial.

To do this you will:

- Be passionate about Belu and our purpose
- Work collaboratively across your team and Team Belu to deliver a best-in-class customer experience
- Deliver our new business plan across our target sectors including HORECA and Workplace - managing growth within specific areas across the entire product portfolio; Belu Filter In Action, Mineral Water, Tonics and Mixers.
- Deliver the plan and targets for your focus areas
- Manage the complete sales cycle; identify, qualify, and close opportunities, both inbound and outbound with customers that align to our purpose
- Ensure commercial viability of deals, ensuring that the P&L targets are met
- Lead outbound approaches by creating strategic engagement opportunities in partnership with our brand team
- Ensure quality handovers to our Customer Relationships Team
- Build a network within your target industries, ensuring you're seen in the right places by the right people
- Ensure due diligence for all new business being onboarded
- Represent Belu at events
- Work collaboratively across teams to ensure success.
- Develop strong networks and relationships within target sectors

**Behaviours:**

- You are entrepreneurial, organised, resourceful, resilient and driven - a solutions not problems mindset
- You are a natural networker and visible presence in market. If you see an event that's good for you to be at, you jump on it
- You are and comfortable with ambiguity and confident in making decisions at pace
- You see the bigger picture, know how to get there, and don't sweat the small stuff
- You can self-motivate and are full of curiosity and a desire to succeed