



WE NEED YOU

WE'RE LOOKING FOR

BUSINESS DEVELOPMENT MANAGER

LOCATION:

Reading HP HQ and Home-working

WORKING HOURS:

Monday – Friday, 37.5 hours per week

SALARY/DAY RATE:

Up to £46,500 per annum

OTHER BENEFITS:

Company Car, Life Assurance, Aviva Pension, HP Discounts, Company Sick Pay, ETHIC Values - Employee of the month: a chance to win a £500 lifestyle voucher!

CONTACT TYPE:

Permanent

**HP
BUSINESS
DEVELOPMENT
MANAGER**

WE'RE LOOKING FOR AN DRIVEN FORWARD-THINKER

As a Business Development Manager, you will be responsible for managing and growing relationships with key HP distribution partners to drive revenue and market expansion.

This role involves identifying new business opportunities, negotiating contracts, and developing strategic plans to enhance partner performance. The BDM will collaborate closely with cross-functional teams, including sales, marketing, and product management, to ensure alignment with company objectives.

Key responsibilities include partner onboarding, performance tracking, and ensuring that distributors are equipped with the tools and resources needed to achieve success. The ideal candidate will have strong communication, negotiation, and analytical skills.

TO MAKE A REAL DIFFERENCE IN THESE AREAS

BUSINESS GROWTH

- Create and execute strategic plans to drive revenue growth and business development
- Secure long-term partnerships that provide mutual benefits
- Develop and implement strategies to optimize partner performance
- Identify unmet customer needs or gaps in the market
- Follow up on sales inquiries, conduct presentations, and prepare proposals
- Conduct presentations, and prepare proposals

RELATIONSHIP BUILDING

- Identify and establish relationships with new distribution partners
- Network with potential partners and clients at industry events
- Manage relationships with existing clients and ensuring their satisfaction.

COLLABORTION

- Collaborating with the team to define business goals and key performance indicators
- Collaborating with the Category Team on stock and sales pipeline management
- Conducting regular check-ins with clients to assess satisfaction and identify opportunities

BRAND ALIGNMENT/REPRESENTATION

- Ensure alignment between distribution partners and company goals
- All internal and external communications consistently reflect the brand's tone of voice, values, and promises

PERFORMANCE ANALYSIS

- Monitor partner sales performance and provide regular reporting
- Monitor performance against sales targets and making adjustments as needed

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MANAGER

INDUSTRY RESEARCH

- Adjust business development strategies based on industry trend research
- Analyze and observe the market and competition, and take necessary actions to develop HP
- Attend industry conferences, seminars, and networking events to stay updated on market trends

OUR IDEAL PERSON & THE ESSENTIALS WE'RE AFTER

- You're experienced in business development or partnership management
- You can manage multiple stakeholders and drive results
- You're a motivated individual with the desire to make an impact
- You're proficient in Microsoft Excel – Pivot Tables, vLookups
- You're experienced with stock and sale pipeline management (collaborating with the Category Team)
- You're able to build and maintain long-standing or new relationships
- You're a have strong negotiation skills
- You're able to provide and receive feedback
- You're able to represent HP to a high standard
- You're a proactive and adaptable individual with a strong desire to continuously acquire new knowledge and skills
- You're a strong team player
- You have good communication and analytical skills
- Experience working with distribution channels is a plus

Our ETHIC values are at the core of everything we do, the way we think, the approach we take. These five values are qualities we look for in every single member of the Blue Square team.

