

Job Title: New Business Sales Manager

Reports to: Managing Director

Location: Windsor, UK

Salary: Competitive + Benefits + Bonus

An incredible opportunity to join a bright and vibrant Creative Event Agency based in Windsor, Berkshire. With future growth plans we are now looking for a New Business Sales Manager to join our fast growing team.

Overview

The role of the New Business Sales Manager is to improve Penguins market position and achieve financial growth. You must be able define long-term organisational strategic goals for your market sectors, build key customer relationships, identify business opportunities, negotiate and close business deals and maintain extensive knowledge of current market conditions.

The role involves working alongside all the different services offered within the group, increase sales opportunities and thereby maximize revenue for the company.

Main Duties

- Primary role is to prospect for new clients
- Strategic planning of market sectors to develop the pipeline of new business coming into Penguins. This requires a thorough knowledge of the market, the solutions/services that Penguins and the group can provide, and those of our competitors.
- Work closely with Directors within the group to assist with developing strategy for new business
- Work with Marketing to develop sales collateral

New Business Development

- Prospecting for potential new clients and converting opportunities, therefore increasing turnover and GP.
- Developing relationships to a cross section of sectors to ensure growth of pipeline and opportunities.
- Meeting potential clients to create relationships that will grow
- Identify potential clients, and the decision makers within the client organisation.
- Research and build relationships with new clients – sector led, what's happening in industry press.
- Set up meetings between client decision makers.
- Account planning and pitches - work with the team to develop proposals that meets the client's needs, concerns, and objectives.
- Respond to RFI and RFP
- Attend forums/edu trips, seminars/showcases to help develop new & existing customers

Business Development Planning

- Attend industry functions and provide feedback and information on market and creative trends.
- Work with marketing to identify opportunities for campaigns and services that will lead to an increase in sales.
- Using knowledge of the market and of competitors, identify and develop the company's unique selling propositions and differentiators.

Management and Research

- Ensure that data is accurately entered and managed within our CRM system
- Forecast sales targets and present regularly at group sales meetings as well as internal sales & marketing meeting.
- Track and record activity via CRM system on accounts
- Understand Penguin's goals and purpose to continue enhancing the company's performance.
- Overall responsibility for project GP margins
- Help, advise and steer use of CRM within the business with BDMs & KAMs
- Develop reports with CRM

Learning & Development

- Proactively seek to develop one's own skills and those around you
- Participate in training where necessary

We have a very strong company culture where people are passionate, enthusiastic and committed so we are looking for someone who shares these core values

In return, we can provide an excellent working environment where you will be supported and be given training where you can grow and progress your career further within the agency.

If you are interested in applying for the above role, please send your CV and a covering email to **gemma@penguins.co.uk**