

JOB DESCRIPTION

NAME

JOB TITLE

Business Development Manager, Germany

1 KEY JOB RESPONSIBILITIES

Responsible for implementing the annual Smart Media sales plan for Germany to include total generation of sales margin. To be credited with all sales revenue from whatever source, incentivised to meet sales margin goals.

To achieve the sales margin plan by utilising existing market knowledge, relationships and opportunities to ensure successful Intellident market entry, growth and brand development.

To recommend our local market pricing policy philosophy for approval to ensure maximised sales growth.

2 SPECIFIC RESPONSIBILITIES

To develop new business relationships with local libraries in the target markets to quickly establish case study installations

To achieve the sales margin plan by working to secure agreed product development and delivery plans for local market application, input into future software and finished hardware products and transfer of technology skills to any operational team under his control.

Responsible for defining and planning appropriate segmented marketing, promotional and public/press relations programs within agreed operational plan budgets – with work to be undertaken by the Marketing department.

To participate in every possible competitive dialogue including exhibitions, trade shows, sales presentations, completing tenders and quotations and direct business generation.

To build a local team of internal resources and external partners to provide correct and appropriate level of competence.

Approval	Signature	Date
Employee		
HRM		
Managing Director		