

## **Business Development Manager (Europe)**

**Location: Battersea, London**

**Base salary 30,000-35,000** | Performance-related bonus based on regional sales targets | Healthcare insurance & wellbeing benefits | Industry leading company with a high-performance culture

**Brand new role and opportunity for a commercially minded, ambitious and energetic business development manager to use their skills to grow the Liv-ex customer base.**

Liv-ex (The London International Vintners Exchange) operates the global marketplace for fine wine. We provide data, trading, logistics and automation services to the majority of merchants in this field worldwide. Our exchange has over £60m of live bids and offers from over 450 merchants worldwide who'll complete over 25,000 trades on Liv-ex this year. Our goal is to make fine wine trading more transparent, efficient and safe for the benefit of our members and the market as a whole. We are hardworking, committed yet informal, energetic and action oriented.

Founded in 2000, Liv-ex has grown to serve a growing number of merchant members with a broadening range of services. We help clients and other stakeholders to better understand the fine wine market and identify opportunities to profit. Information flows both ways; Liv-ex is the leading source of fine wine price data, but also collects data and insights from third parties such as merchants, auction houses and wine critics. The successful candidate will be expected to draw upon proprietary and secondary sources, such as trade interviews, in order to gain insight into the key issues and drivers of the market.

### **Summary Purpose**

Reporting to the Territory Manager, the Business Development Manager (BDM) will be an important part of a small territory sales team focusing predominantly on France, Belgium, the Netherlands and Scandinavia. The BDM will be responsible for taking ownership of leads generated by the marketing team or their territory team, as well as generating their own opportunities in order to deliver new business growth opportunities and to expand the overall membership for the territory. Although based in London, this role will involve time spent out of the office, visiting prospective clients across the region.

## **Role Responsibilities**

- Use a variety of methods to research and identify new business prospects
- Follow up on new business opportunities provided by marketing or territory team, establishing the prospect needs
- Create and manage a pipeline with appropriate forecasting in order to achieve agreed sales targets and KPI's
- Plan and prepare pitch and presentation meetings with prospective clients
- Lead the prospect through to the close stage before ensuring a smooth transition to an account manager
- Effectively manage customer data, in an accurate and timely manner, utilising the company CRM system (Hubspot)
- Collaborate with the territory team and across territories when required
- Regular travel to visit, and build relationships with, prospective clients across the region

## **Knowledge, Skills and Experience**

### *Essential:*

- Demonstrable experience in a sales role with an exceptional level of commercial awareness and a strong motivation for winning sales and achieving success
- Degree educated or equivalent
- Relevant experience within a B2B environment
- Proven track record of meeting and exceeding sales targets
- Excellent rapport building skills, with the ability to establish trust and respect quickly
- Outstanding communication skills with an ability to adapt style to suit the audience
- Excellent time and territory management skills to handle competing priorities
- Confident and tenacious in approach with excellent closing skills
- Self-motivated and capable of using own initiative
- Excellent negotiation skills to achieve win/win situations
- A good aptitude for IT systems
- Fluent in French – confident both speaking and writing in French

### *Desirable:*

- Experience working in the French, Belgium, NL and Scandinavian markets
- Experience using a CRM system within a previous role

To apply, please send a copy of your CV plus a short expression of interest to our HR team at [clientresourcing@strattonhr.co.uk](mailto:clientresourcing@strattonhr.co.uk).