

## JOB DESCRIPTION

<b>JOB TITLE:</b>	Business Development Manager
<b>ORGANISATION:</b>	The Practice plc
<b>REPORTS TO:</b>	Chief Operating Officer
<b>MANAGES:</b>	nil
<b>LOCATION:</b>	Head Office

### MAIN RESPONSIBILITIES

**To have significant input into the sales strategy and deliver against challenging individual and team sales targets**

### MAIN TASKS – PRINCIPAL DUTIES AND RESPONSIBILITIES

- Generate leads and opportunities to create a credible pipeline of sales opportunities from existing and new accounts
- Qualify sales leads and work closely with Operations teams to ensure resources are appropriately utilised to ensure best opportunity for gains
- Develop excellent relationships with PCTs and other key clients/stakeholders
- Develop sales and client management strategies
- Engage fully in the sales cycle to bring on board new business
- Support the business as a whole and the operations teams in particular, as required

### PERSON SPECIFICATION

- Broad business acumen. Ideally will have worked in more than one sector. Experience of selling to the public sector is essential, healthcare is desirable
- Will have the ability to understand and work in a politically sensitive environment, achieving results without compromising the company, colleagues, shareholders and stakeholders. Good understanding of the political agenda and drivers influencing primary care provision. Ideally will have good strategic awareness of wider NHS and healthcare issues.
- Bid management experience and comfortable with the longer sales cycles of typical NHS or similar business organisation. Must be able to quickly gain credibility.
- Good planning and analytical skills
- Will be competent in objection handling and will be tenacious and resilient
- Will be self motivated, driven and proactive with good time management skills
- Will have excellent networking skills
- The ability to analyse complex issues, identify potential solutions and reach sound judgments and decisions is key ; good commercial acumen
- Good organisational skills.
- Will have excellent communication skills, both written and verbal. He/she will be a competent presenter.