

JOB TITLE	Business Development Manager
REGION/LOCATION	Scotland and North of England
CONTRACT TERM	Permanent
HOURS	Full Time – Monday-Friday – 37.5 hours
PACKAGE 2024-2025	OTE up to £45,000 per annum Car 28 Days Holiday, including Bank Holidays
REPORTS TO	Head of UK Sales

About Avani

We are a leading player in the hospitality industry, known for delivering excellent beer quality services. We work to high standards and are always on the lookout for motivated individuals to join our growing and high-performing team.

Our purpose is to raise the bar on beer quality, and our aim is that one day every draught beer served will be perfect. This aim is underpinned by exceptional service standards and a range of services that help to make beer quality both a driver for profit and a significant differentiator for our customers.

What does that mean for this role?

Like everyone in our team, you're a resourceful problem-solver and you never leave a job half-done. You have high standards and a professional, practical approach to your work and are as comfortable working with an internal team as you are with communicating, negotiating and consulting with customers.

If this is you, then read on!

Main Purpose of Role

Manage and build the current relationship with existing key customers (20% of time) and seek to deliver new business (80% of your time) within target segments.

Key Responsibilities:

- Own a defined region representing Avani Solutions and grow sales across all routes to market (RTM) channels in the On Trade
- Be a key point of contact for all key customers, ensuring relationships are built, improved, and capitalised upon.
- Identify new opportunities in your region and support existing customers to drive incremental sales
- Represent Avani Solutions at trade shows and industry events
- Take total responsibility for key customers (potential for growth)

Knowledge, Skills & Experience Required:

Essential:

- Proven track record in field sales or senior management in an on trade licensed location
- Excellent communication skills, both oral and written
- Proven ability to persuade, influence and negotiate
- Proficient in IT (Word, PowerPoint, Excel, Sharepoint and Teams)
- Solid numeracy skills to support pricing strategies, quotes, and proposals
- Natural presentation skills when working one-to-one and with groups, and at all levels of an organisation
- Full clean driving licence

Desirable:

- Demonstrate a sales call process
- Cellar management experience

Key Attributes:

- Able to step back and see the bigger picture.
- Applies openness, honesty and respect to build relationships with colleagues and clients alike.
- Follows policy and process as defined.
- Self-starting individual who seeks to improve continuously.
- Strong desire to grow with the role and to flourish with the company and its success.
- Takes personal responsibility to ensure results are delivered.
- Tenacious – demonstrates a strong desire to makes things happen.
- Works effectively with a diverse range of people across the business to give and gain their support.
- Works with the highest standards of integrity and with great pride