

Title Reports to		Brand Location	Kent Blaxill Field Based aligned to relevant Branches
Business Development Manager Decorating Sales Manager			
Role and context	Need to do	Role Capabilities	Personal Attributes
<p>Purpose</p> <p>This role's purpose is to grow sales within our existing customer base, providing a bespoke service to our 'Top 5' customers per branch, develop a further 15 growth potential customers per branch and also drive new business into the branches.</p> <p>Context</p> <p>Kent Blaxill is a one-stop shop for painting and decorating supplies, materials, tools and accessories. With over 80 years of combined experience, we provide a huge range of trade-quality paints and painting accessories from all the major brands to both a Trade and retail customer base</p> <p>Relationships</p> <p>Suppliers and Customers Regional Managers Branch Managers Paintwell/KB/Promain BDM/SR Teams Paintwell/Kent Blaxill Head Office teams</p>	<p>Outputs</p> <ul style="list-style-type: none"> • Drive growth across the relevant brand in all form of paint provision, including designer, decorative and industrial. • Through close engagement with customers, drive sales generation plans to ensure we are the first choice for painting and decorating supplies with our existing customers. • Provide a tailored solution to each branch's 'Top 5' customers, ensuring best experience and sales growth. • Create a clear plan to develop the 15 growth potential customers as identified by each branch, looking to increase share of wallet. • Work closely with Branch Managers and other Sales Rep teams to ensure opportunities are identified, followed up and secured and best practice is shared. • Establish and build close working and proactive relationships with regional contacts from supplier/manufacturers to gather lead opportunities. 	<p>Key Performance Indicators</p> <ul style="list-style-type: none"> • Sales budget for the area • Customer Accounts growth both new and existing • Share of Wallet per branch <p>Experience</p> <ul style="list-style-type: none"> • Sales experience in the Painting and decorating industry • Strong sales acumen and general account management skills • Paint Specifications systems • Lead Generation/Customer Relationship Management (CRM) systems 	<p>Focus on Results (Consistently delivers results that directly impact business success in line with business goals)</p> <p>Independent thinking (Sales focused individuals who can operate with a large degree of autonomy to operating in a multi-site environment)</p> <p>Relationship Management (Builds mutually beneficial business relationships with internal and external stakeholders in a collaborative manner)</p> <p>Influencing (Gains trust and respect from others by consistently delivering on commitments, acts with integrity and encourages 'buy in' through their behaviour)</p> <p>Cross - functional Impact (Works cooperatively, listens to learn from others perspective, proactively challenging and puts corporate goals ahead of individual gain)</p> <p>Decisiveness (Displays confidence and stability when faced with difficult, crisis situations requiring decisions to be made quickly, effectively, and appropriately)</p>