



**Job title:** Business Development Executive

**Location:** Clerkenwell

**Terms:** Permanent – 08:00 – 17:00 (Monday to Friday)

**Report to:** Head of Business Development

**About us:** Established in 1975 by the Whiley family, Havwoods' is committed to quality, expertise and service with a passion for design which has made us a global premium wood flooring company servicing architects, specifiers, contractors and end users around the world. Havwoods operates directly in the UK, Australia and North America, with distribution partners supporting the rest of the world.

**Our Values:** Havwoods embodies the values and standards of quality that you would expect from a family run, artisan business. With a proud tradition that stems back six decades, Havwoods' core values have always guided our company. Our ambition and passion ensure we treat all our stakeholders with the values embedded since Havwoods first began.

**Results:** We strive for excellence & deliver impact.

**Heart & Soul:** We are passionate about helping our customers bring their design aspirations to life.

**Integrity:** We demonstrate our integrity through our strong commitment to doing business the right way.

**Collaboration:** We encourage and motivate our teams, empowering them to be accountable.

**Quality** We focus on continuous improvement and innovation.



### **About the Role:**

As we look to further broaden our reach across both the residential & commercial sectors, Business Development will continue to play an intrinsic role in the identification & qualification of new business opportunities & the effective, sustained management & subsequent growth of existing accounts.

The role of Business Development Executive (BDE) is seen as a highly influential link between our multi sector market, our customers & the Havwoods internal sales team.

In supporting a market facing Business Development Manager (BDM), you will be responsible for the identification & interrogation of new opportunity within the East London market, prospecting, evaluating the perceived requirements & appraising the potential alignment between the prospect's needs and our extensive inventory of products or services.

Your ability to identify, scrutinize & qualify in / qualify out prospective opportunity quickly, will be instrumental to the growth of your territory. Cross selling our diverse range of products will be one way to open up new windows of opportunity. Of equal importance will be our focus on reengaging dormant accounts, educating the market, both new & existing unfamiliar, in our ever widening range of products & solutions.

### **Responsibilities:**

- Responsibility to identify & scrutinise prospective opportunity.
- Accountability to develop & nurture a sustainable pipeline of future of opportunity whilst cultivating a level of trust & confidence in our partners.
- Assess and qualify opportunities based on predetermined criteria, such as budget, need, authority, and timeline (BANT).
- Apply effective exploratory techniques to understand the prospect's requirements & any fundamental challenges they have whilst considering a viable solution.
- Identify and research key stakeholders and decision makers relevant to the potential project / opportunity.
- Communicate & reinforce the "Why Havwoods?" narrative to new, existing & dormant customers.
- To work collaboratively with your territory's BDM to organically drive incremental year on year growth across both our regional & UK pipeline.
- Be seen as a consultant rather than a sales person.
- To listen, understand & be empathetic where required, to demonstrate agility.
- Conduct outbound calls, emails, or other forms of communication to engage with potential leads.
- To identify & deliver a point of differentiation from our competitors.
- To become a brand ambassador, a trusted partner to our customers.
- To book lunch & learn's & CPD's.
- Maintain accurate and up-to-date records of lead interactions in the CRM system.
- Diary management of the BDM.
- Regional database management.
- Generate and maintain reports on lead qualification activities and outcomes.
- Provide insights and feedback to improve lead qualification processes.
- Utilise social media to prospect for new opportunity.

### **KPIs:**

- Incremental territory growth
- New lead volume
- New lead value
- Opportunity to deal conversion rate
- Face to face activity
- Reliability
- Time management skills



- Sales activity
- Positive feedback from Directors and staff

#### **Skills & Experience:**

- The ability to communicate excellently both verbally and in writing
- A good attention to detail, research & analytical skills
- Excellent telephone manner
- A proven track record in developing relationships with architects, designers, and contractors.
- A strong commercial understanding with the ability to engage naturally with clients at all levels.
- Confidence in working with design-led, premium products.
- A strong understanding of the specification process.
- High competence in CRM, MS Office tools, including Word, Outlook, and PowerPoint.
- Previous experience of working in a team
- Excellent problem-solving and critical thinking abilities.
- Familiarity with CRM software and lead management tools.
- Ability to work in a fast-paced, target-driven environment.
- Results-oriented with a focus on meeting or exceeding goals.
- Tenacious
- Highly organised
- Planning & delivery
- Meeting customer needs
- Acting reliably and ethically
- Coping with setbacks / resilient

#### **Key Internal Stakeholders**

- EMT
- Sales Sectors
- Marketing
- Showroom team