

## Business Development Manager, Commercial

Working autonomously reporting to the Commercial Sales Manager your aim will be to manage and grow relationships with Architects, Engineers and Designers to secure specification on major commercial projects across Victoria. You will also be responsible for specifying medium to large commercial projects in the commercial, education, healthcare, retail, hospitality and multi-residential markets. It is of great value to have existing and lasting relationships with Architects and Designers that can be leveraged in order to secure new business.

LPA is a major player in the lighting industry with 30 years' experience in all industry sectors. We have extensive experience in delivering lighting solutions for retail, commercial, education, healthcare, industrial, street and road lighting and residential sectors across the globe. With offices in Australia, Asia, North America, Middle East, Europe, South America and the United Kingdom, we can supply anywhere in the world.

The ideal candidate will join our team with a solid understanding of the industry and have experience dealing with and managing Architects and Designers through project specification. Having existing relationships within the commercial lighting sector is a must in order to be considered for the role. The ideal candidate will have a passion for sales and need to build relationships with excellent communication skills and high attention to detail.

Your key responsibilities will include:

- Work with the Commercial Sales Manager to develop and execute the sales strategy for Australia.
- Establish key customer relationships and identify business opportunities.
- Present business development training and mentoring to other internal sales team members to achieve agreed revenue and profit targets.
- Manage individual sales pipeline and provide regular, accurate sales forecasts.
- Manage senior level client relationships.
- Present to and consult with mid and senior level management on business trends with a view to developing new services, products, and distribution channels that will lead to increased sales.
- Identify opportunities for campaigns and services, using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators.
- Provide input to the marketing of new product development plans.
- Maintain accurate and up to date records on the company CRM system.
- Provide excellent service to clients at all levels.
- Represent the company at exhibitions, networking events and attend company meetings as required – these may be overseas.
- Implement LPA value proposition in line with company values and as appropriate to the local market.
- Ensure all compliances are in place for product and trading requirements.

**You will display the following attributes:**

- Experience of delivering significant sales growth
- Confident and capable of operating at senior level with clients and within the business
- Effective communicator
- Team builder and excellent motivator
- Knowledgeable in the lighting sector, commercial, retail, hospitality and project segments
- Managing major roll out programmes on a domestic and potentially international basis
- Highly motivated and a hard worker

If you're an experienced salesperson selling to Tier 1 and Tier 2 Builders, Architects, Designers and specifiers and you're interested in hearing more about this role, please contact **Ray Marsh** on **+61 38416 1500**.