

## JOB DESCRIPTION & PERSON SPECIFICATION



<b>Job Title:</b> Business Development Manager	<b>Location:</b> North America
<b>Department:</b> Commercial Department	<b>Contract:</b> Permanent, full-time
<b>Reports To:</b> Group General Manager – DSE Control	<b>Direct Reports:</b> N/A

### 1.0 Introduction & description

The DSE Control Business Development Manager role requires an ambitious and energetic individual with control system knowledge in the vehicle and off highway industries to expand our customers and market share.

You will be the front of the company and will have the dedication to create and apply an effective sales strategy to key accounts across an international territory.

The goal is to drive sustainable financial growth through sales growth and forging strong relationships with clients.

### 2.0 Key Responsibilities & Main Duties

- Develop a growth strategy focused both on financial gain and customer satisfaction by conducting research to identify new markets and customer needs
- Arrange sales calls with prospective clients and be confident in demonstrating the company's products/services addressing or predicting clients' objectives and their control system needs
- Review and create sales contracts, framework agreements ensuring adherence to law-established rules and guidelines
- Create reports and update our CRM system, provide trustworthy feedback and after-sales support and build long-term relationships with new and existing customers
- Work with and develop our area sales managers into valuable salespeople working confidently in the promotion and sales of DSE Control

### 3.0 Key Performance Indicators

- Increased sales revenue
- Maintain and improve the profitability of the DSE Control products
- New customer acquisition
- Becoming adept in programming and supporting CodeSys software
- Gaining market share



**4.0 Essential/Desirable factors**

<b>Knowledge</b>	
<ul style="list-style-type: none"> <li>• Market knowledge of vehicle and off highway machinery and their automated control systems such as PLC's and HMI's</li> <li>• ERP (SAP or Epicor experience, or similar) within a manufacturing and distribution environment</li> <li>• Software application programming</li> <li>• Solution selling of technical control system products</li> </ul>	
<b>Skills &amp; Attributes</b>	
<ul style="list-style-type: none"> <li>• Communication and negotiation skills</li> <li>• Ability to build rapport</li> <li>• Time management and planning skill</li> <li>• Excellent communication skills</li> <li>• Well-developed business skills</li> <li>• Outstanding negotiation skills</li> <li>• Excellent listening, negotiation and presentation skills</li> </ul>	
<b>Experience</b>	
<ul style="list-style-type: none"> <li>• Proven working experience as a business development manager, sales executive or a relevant role</li> <li>• Proven sales track record</li> <li>• Experience in a technical based customer support</li> <li>• Proficiency in MS Office and CRM software (e.g. Salesforce)</li> <li>• Proficiency in English</li> <li>• Proven sales executive experience, meeting or exceeding targets</li> <li>• Proven ability to drive the sales process from plan to close</li> <li>• Ideally an understanding and in-depth use of Salesforce</li> </ul> <p><b>Useful experience/skills and knowledge:</b></p> <ul style="list-style-type: none"> <li>• Second language skills</li> <li>• Project management</li> <li>• Ability to review contracts, NDA's and supply agreements</li> <li>• Understanding ROI</li> <li>• Experience in writing requirement specifications and new product development</li> </ul>	
<b>Qualifications</b>	
<ul style="list-style-type: none"> <li>• Market knowledge in relevant field</li> <li>• Minimum 2 years' experience in a sales role</li> <li>• Essential Bachelor's degree or equivalent experience</li> <li>• Desirable Degree level qualification</li> </ul>	

<b>Created by</b>	<b>Dated Created</b>
Craig Lysons	10/2/2025



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