

Personal statement

A pragmatic, smart, and strategic thinker who is full of good marketing ideas. Ben possesses the real life experience, academic capability and necessary personal skills to succeed in a competitive environment and to sell high value solutions in a consultative manner. He is a Self driven, results -oriented individual who has a comprehensive understanding and recognition of wider impact of any actions and decisions that he takes. As a sociable person he can hit the ground running, fit easily into any company and work closely with existing employees. He is currently looking for an opportunity to take his career to the next level, and would like to find a suitable position with a company that rewards loyalty, hard work and achievement.

Employment History

Manufacturer - Coventry

BUSINESS DEVELOPMENT MANAGER April 2009 - Present

Responsible for professionally managing the entire sales cycle, right from lead generation through to prospecting, arranging appointments, giving presentations, negotiating, closing and then transferring new accounts to account management teams.

Duties:

- Performing thorough assessments of any current marketing opportunities.
- Visiting prospective clients in their offices, and also attending trade shows and networking events.
- Assess the potential of a specific territory and its realistic future market share.
- Dealing with 'price only' customers and negotiating with them.
- Gathering informative, facts and statistics about customer trends and preferences.
- In consultation with senior managers setting national targets for sales, pricing and margins.
- Monitoring business activity, studying the outcome of projects.
- Generating new business through online prospecting, cold calling, face to face meetings and networking.

Wholesaler - London

TRAINEE MANAGER October 2008 – April 2009

Book Store - Watford

SUPERVISOR June 2008 – October 2008

Areas of Expertise

Customer acquisition	Brand promotion	Product innovation	Target attainment
Sales management	Preparing contracts	Commercial awareness	New product launches
Managerial activities	Distribution	Marketing	Control techniques

Business development and Managerial skills

- Anticipating the changing needs of clients and customers.
- Team player who is able to work with others in pursuing common goals.
- Energetic and having the ability to make thing happen.
- Having a precise, concise and effective approach to handling objections from prospective clients.
- Willing to go the extra mile and work outside normal hours when necessary.
- Producing high quality business proposals that will immediately grab a customer’s attention.

Academic Qualifications

Birmingham North University - 2005 - 2008 - Business Management BA (Hons)
 Sales & Marketing - Diploma
 Birmingham South College - 2003 - 2005 - Commerce Diploma

References - Available on request.



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