

JOB TITLE BUSINESS DEVELOPMENT CONSULTANT – PLAYSCAPE CREATIONS

DATE 17 May 2023

REPORTS TO SALES TEAM LEADER

POSITION DESCRIPTION

Position purpose	The Business Development Consultant (BDC) is a driven person who thrives on collaboration and is capable of promoting, sourcing and developing new leads and referrals through specifiers such as Landscape Architects, Councils, Developers and Educational Facilities, geographically based in QLD
MAIN TASKS	
Core objectives	<ul style="list-style-type: none"> • Identify, qualify and pursue new sales leads (QLD) • Build and maintain purposeful relationships with new and existing clients • Collaborate and consult with clients to deliver innovative project outcomes • Establish and grow the sales strategy (QLD) through specifiers and industry networks.
Day-to-day duties	<ul style="list-style-type: none"> • Research projects, organisations and key decision makers through multiple channels - including industry events, online, and via social media - to identify new leads and potential new markets • Conduct face-to-face meetings with new and existing clients to provide effective project solutions • Identify, qualify and win sales opportunities • Implement and maintain an effective call cycle with new and existing client base • Maintain enquiry pipeline and quote bank with key project dates and conversions • Attend industry events and contribute to industry knowledge
Main duties	<ul style="list-style-type: none"> • Lead in the creation of effective sales strategies for discovering and securing new business opportunities • Leverage your extensive product knowledge and business development experience to expand existing and nurture new markets, with a specific focus on high impact growth and fast conversion

	<ul style="list-style-type: none"> • Source and develop new leads through multiple channels for the Playscape Creations’ family of brands • Understand and analyse individual sales performance, and create rolling 90 day strategic plans to meet or exceed targets • Build a qualified enquiry pipeline, prepare quotes and proposals, and ensure specification of Playscape Creations products in projects • Provide tailored and valuable advice to clients to help provide successful project outcomes through innovative design. This includes facilitating accurate product specification to ensure viable business partnerships. • Read and interpret drawings, scope of works, tender documentation and specifications to create a quotation with relevant inclusions/exclusions and cost consideration options • Follow the project through from design and specification stage through to purchase agreement/order • Complete project handovers to Production and Construction teams upon successful specification through to tender stage • Undertake Project Completion process and bring feedback into the business post-project delivery or installation • Establish and maintain productive and professional relationships with key personnel
<p>Other Duties</p>	<p>The above list is not exhaustive, and you may be required to fulfil other duties as required by management and other department personnel as requested/required.</p>
<p>Required Qualities</p>	<ul style="list-style-type: none"> • Professional approach • Collaborative nature • Ability to work under pressure • Great organisational and time management skills • Excellent self-presentation
<p>Desired Competencies</p>	<ul style="list-style-type: none"> • Proven work experience in Sales, with demonstrated success in closing deals • An ability to understand and analyse sales performance metrics • Analytical and strategic thinking • Good Business acumen • Commitment to innovation in all areas of your work • Knowledge of CRM software and its use • Microsoft Office Suite

PERSON SPECIFICATION	
Qualifications	<ul style="list-style-type: none"> Bachelor's degree in Business, Landscape Architecture or similar qualifications and experience
Experience	<ul style="list-style-type: none"> Proven sales ability and excellent negotiation skills Experience in the landscaping or landscape architecture industries Proven capability in building and maintaining client relationships Strong communication and time management skills Analytical skills and a problem-solving attitude Availability to travel as needed High level computer and administration skills
Knowledge	<ul style="list-style-type: none"> Thorough understanding of relevant Playscape Creations' products and fabrication processes In-depth knowledge of the design and installation of Adventure Play projects In-depth knowledge about the ancillary products required for an Adventure Play project such as shade, softfall, masterplanning and landscaping
SKILLS & COMPETENCIES	
Customer service focused	<ul style="list-style-type: none"> Committed to providing exceptional customer service across all channels – written, phone and face to face
Communication	<ul style="list-style-type: none"> The ability to communicate clearly and concisely, varying communication style in alignment with your audience
Attention to detail	<ul style="list-style-type: none"> Excellent attention to detail and written skills when communicating with others, both internally and externally
Commerciality	<ul style="list-style-type: none"> Ability to apply knowledge in a practical, commercial manner
Teamwork	<ul style="list-style-type: none"> Willingness to assist, support and build rapport with team members
Time management & organisation	<ul style="list-style-type: none"> Accomplish objectives effectively within time frame given and carry out administrative duties within portfolio in an efficient and timely manner
Personal attributes	<ul style="list-style-type: none"> Professional approach (essential) Confident manner (essential) Innovative mindset (essential)



This job description serves to illustrate the scope and responsibilities of the post and is not intended to be an exhaustive list of duties. You will be expected to perform other job-related tasks requested by management and as necessitated by the development of this role and the development of the business.

ACKNOWLEDGEMENT

I certify that I have read, understood and accept the duties, responsibilities and obligations of my position.

SIGNED BY YOU

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Date

Employee

SIGNED BY MANAGEMENT

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Manager

Date