

JOB DESCRIPTION

Job Title: **National Business Development Manager (NBDM)**

Department: pHS Besafe

Reports To: Sales Director

Core Purpose

To drive the national new business strategy for pHS Besafe by identifying, targeting, and securing high-value contractual income (£50,000+ per annum) across key industry sectors. Responsible for proactively generating new business opportunities, presenting Besafe's technical garment and laundering solutions to major organisations, and securing long-term, profitable contracts within sectors such as Rail, Aggregates, Transport, Automotive, Petro-Chemical, Utilities, and Emergency Services.

The role requires expert technical garment knowledge and a strong understanding of laundry processes, ensuring Besafe's offering is accurately positioned to meet complex customer requirements.

The National Business Development Manager acts as a senior commercial lead, working closely with tenders, delivering compelling value propositions, and ensuring all internal stakeholders understand operational implications and contract set-up requirements.

Key Responsibilities

New Business Acquisition (Hunter Focus)

1. Identify, target, and secure new national accounts and major contracts valued at £50k+ annually.
2. Deliver the national new business strategy aligned with Besafe's growth objectives.
3. Conduct regular prospecting, networking, and sector mapping to identify new opportunities.
4. Present Besafe's garments, services, and laundering processes to senior decision-makers at major organisations.
5. Support the tendering process, working closely with the Tenders Team and Sales Director to produce compelling, accurate proposals.
6. Negotiate commercial terms to maximise profitability while remaining competitive in the target sectors.
7. Ensure all pricing follows appropriate guidelines, discussing deviations with the Sales Director.

Sector & Product Expertise

8. Maintain expert technical garment knowledge, including specifications, standards, certification, and industry uses.
9. Apply strong understanding of laundering processes, logistics, and service capabilities to ensure realistic, deliverable propositions.
10. Understand customer operational environments and complex PPE requirements, tailoring solutions accordingly.

Stakeholder Engagement & Internal Collaboration

11. Work closely with the Depot Managers, Operations, Customer Support, and Warehouse teams to ensure all new business is operationally feasible.
12. Communicate progress on high-value prospects to relevant internal stakeholders.
13. Provide a full handover and detailed action plan to Customer Relationship Managers and Regional Business Development Managers following contract wins.
14. Ensure journey planning supports effective national coverage and aligns with business priorities.

Account Set-Up & Contract Governance

15. Oversee accurate completion of all new contract documentation to ensure smooth onboarding and operational readiness.
16. Own and agree Service Level Agreements (SLAs) for new contracts, ensuring they align with customer needs and operational capability.
17. Ensure all activity including calls, meetings, opportunities, and quotes are recorded in Salesforce for pipeline accuracy.

Commercial Analysis & Reporting

18. Deliver accurate pipeline management and sales forecasting to the Sales Director.
19. Monitor market trends and competitor activity to inform commercial decisions.
20. Attend sales meetings, 1-2-1s, and business strategy sessions as required.

Skills and Knowledge Required

- Essential: Strong technical workwear knowledge, including PPE specifications, standards, and garment performance requirements.
- Essential: Understanding of laundry processes, including service capabilities and operational impact.
- Proven track record in national new business acquisition or major account sales.
- Strong negotiation, presentation, and influencing skills at senior stakeholder level.
- Commercially astute with ability to interpret financial information and develop profitable proposals.
- Highly organised with strong planning and time-management abilities.
- Excellent written and verbal communication skills.
- Strong IT skills including Microsoft Office, Salesforce, and CRM reporting.
- Knowledge of target market sectors and competitor activity.
- Ability to work at pace with resilience, adaptability, and self-motivation.
- Clean UK driving licence.