

Job Description

Job Title: Business Development Manager

Reporting to: Group Business Support Manager (Vanguard)

Location: Wigan , WN6 0XF

Salary: Competitive

The Company

Ainscough Industrial Services is one of the UK's largest privately-owned industrial engineering companies and supports three subsidiary businesses; AIS Vanguard Ltd; AIS Wind Energy Ltd and AIS Eurelo Limited providing engineering services to industry covering Machinery Installation and Relocation, Mechanical Engineering, Technical and Heavy Lifting and Wind Turbine Construction & Maintenance.

Purpose of the Role

This is a brilliant opportunity to utilise your business development & sales skills and take your next step with a forward-thinking organisation.

At Ainscough Industrial Services, we take our business seriously and are committed to driving service excellence and delivering the very best for our customers.

You will have the chance to make a positive, lasting impact on the success of Ainscough Industrial Services and get involved with a wide range of projects across various industries.

About the role

Based at the companies' head office in Wigan , you will work directly with the Sales & Marketing team to generate opportunities for the business on a national & international level.

Identifying key markets , the best point of market entry and carrying out sector research will be key to this important role. The ability to be able to communicate on all different levels with clients to make 1st introductions through to full face to face presentations is essential.

We are looking for someone who is both highly motivated and well-structured to approach this challenge and deliver tangible results.

The companies target market is typically end user manufacturing sites , OEM's (original equipment manufacturers) ,mechanical/electrical contractors and other businesses involving the moving and installation of heavy equipment plus wind turbine manufacturers and O & M operators.

The role will involve some national & international travel where required , mainly for introductory meetings to relevant potential clients.

You will form part of our small team of 3 , soon to be 4 people, but will also use 3rd party services such as telesales contractors for additional support.



The business has a branch & office network throughout the UK with locations in Glasgow , Leyland, Wigan ,Liverpool , Rotherham , Birmingham, Bristol & London as well as our new European partnership based in Lodz, Poland and contact with staff in these locations will be an ongoing requirement.

Main Duties

- Independently develop and grow professional relationships with decision makers of larger end-users on a National level.
- Generate new clients & contacts based on intelligence and research
- Client Liaison via digital platforms or telephone
- Understand and use factual data per market segmentation / region & cross market.
- Be structured in identifying and using routes to entry to clients.
- Know and maintain the key decision makers / stakeholders within company CRM system
- Be abreast of industry development & trends in business development planning.
- Prepare, manage and deliver/pitch a professional presentation of services to clients.
- Represent the group at trade shows / exhibitions for purposes of business development
- Use social media & sales platforms to AIS advantage in presentation of services and client contact
- Know and use the means of communication best suited to target clients
- Own and manage the data feed to telesales, screening & handling outcomes and follow up
- Maintain a close relationship with the marketing department to feed campaigns & client literature
- Provide regular reporting and updates as determined by AIS management reviews.

About You

Apply if you have a minimum of 5 years' experience in a 'Business Development' or 'External Sales' role.

You must also be:

- Team player
- Ambitious
- Self-motivated
- Organised
- Good communicator

Key skills needed:

- A good level of IT literacy, including familiarity with MS Office
- Confidence to deliver professional telemarketing research and client communications
- Ability to understand key decision-making contacts within prospective client organisations.
- Experience in CRM & Data capture Systems (Customer Relationship Management or Similar)
- Experience in digital research & sales platforms
- Ability to generate own market data and key contact names.
- Confidence in pitching and presenting to prospective clients.
- A full driving license



Other companies may call this role Sales Manager, New Business Manager, Business Development Executive

Additional Benefits:

- Company bonus scheme
- Pension
- Company benefits scheme
- Death in Service benefit
- Travel expenses/vehicle as required for business travel