

## JOB DESCRIPTION



Section 1: General information	
Job title:	Business Development Manager
Department:	BDT
Reports to:	Regional Sales Manager
Section 2: PenCarrie's story and purpose	
<p><b>PenCarrie's story:</b></p> <p>With over 30 years' experience, PenCarrie has built a strong reputation as a leading B2B supplier to the garment decoration industry. Based in Willand, Devon, PenCarrie stocks over 4,000 product lines from over 80 of the industry's top brands from promotional t-shirts to high specification outdoor wear. With a primary focus on meeting the needs of customers, PenCarrie delivers not just on choice but on customer service, reliability and the values that make it one of the leading companies in the market. We are a family business employing 300 Team PenCarrie members each of whom is as passionate about the business as the next.</p> <p><b>PenCarrie's purpose:</b></p> <p>The distribution partner that enables exceptional customer success.</p>	
Section 3: Purpose and responsibilities of the role	
<p><b>Main purpose of role:</b></p> <p>Achieve maximum sales profitability, growth and account penetration within an assigned territory and/or market segment by effectively selling the company's products and services creating added value for our customers.</p> <p>Personally contacts and secures new business accounts/customers, as well as developing strong relationships with existing customers to gain extra business.</p> <p><b>Main responsibilities:</b></p> <ol style="list-style-type: none"><li>1. Promote, sell and secure orders from existing and prospective customers through a relationship-based approach.</li><li>2. Demonstrate products and garments and services to existing and potential customers and assist them in selecting those best suited to meet their needs.</li><li>3. Establish, develop and maintain business relationships with current customers and prospective customers in the assigned territory/market segment to generate new business for the company's products and services.</li><li>4. Contact and visit (where appropriate) existing and prospective customers, planning visits/contacts and managing territory to ensure at least 4 structured, quality customer visits or an appropriate number of structured video meetings or calls per day.</li><li>5. Research sources for developing prospective customers and for information to determine their potential.</li><li>6. Develop clear and effective written proposals and quotations for current and prospective customers.</li><li>7. Coordinate sales effort with Marketing, Sales management and Logistics to ensure all company and customer needs are met.</li><li>8. Share customer feedback needs with the Marketing and Customer Service Teams.</li><li>9. Analyse territory/market potential and determine the value of existing and prospective customer's and constantly review key and target accounts.</li><li>10. Create and manage a customer value plan for existing customers highlighting profile, share and value added proposition to ensure positive growth and profitability is achieved.</li><li>11. Identify advantages and compare competitors' products and services in a professional manner.</li><li>12. Plan and organise personal sales strategy by maximizing the Return on Time Investment for the territory/segment.</li></ol>	

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13. Supply management with verbal and written/excel reports on customer needs, problems, interests, competitor activity, and potential for new products and services on a weekly and monthly basis.
14. Utilise one office day or the equivalent timing per week when not on the road, to book structured visits, manage own diary, and complete all administration including weekly and monthly reports, deal applications, mileage, expenses etc.
15. Keep abreast of product applications, technical services, market conditions, competitor activity, advertising and promotional trends through the reading of pertinent literature and consulting with Marketing and technical service areas.
16. Participate in trade shows and conventions as required.
17. Take on any other responsibilities or tasks that are within your skills and abilities whenever reasonably asked.

### Section 4: Person specification

#### Knowledge, skills and experience required:

##### Essential

- Evidence of strong success in sales, results and the ability to hit KPIs.
- Evidence of the ability to build and maintain positive relationships with internal and external contacts face to face.
- Ability to accept commercial decisions made by the business; and convey these to the customer in a positive manner.
- Strong negotiation skills.
- Good IT skills, in particular proficient in using Microsoft Office applications and contact management software.
- Confident with, and capable of handling any customer problems and complaints in a positive and proactive manner.
- Excellent organisational and administrative skills.
- Good verbal and written communication skills.
- Efficient and able to prioritise.
- Strong numeracy skills.
- Accurate with excellent attention to detail.
- Experience of multitasking and working independently as well as part of a team.
- Demonstrated aptitude for problem-solving; ability to determine solutions for customers (consultative sales approach).
- Clean drivers licence.

##### Desirable

- Experience in a B2B sales environment.
- Experience in the clothing industry.

##### PenCarrie Values

##### **We're dedicated to customer success**

- Every one of us can make a difference to our customers' experience
- We actively look for ways to help our customers succeed
- Our customers are considered in every decision we make

##### **We build strong and respectful relationships**

- We create a kind, safe and inclusive workplace where everyone feels they can thrive

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- We collaborate to find solutions and build ideas
- We build trust in each other
- We're prepared to have the difficult conversations, giving and receiving feedback

### We look forward and embrace change

- We're bold, brave and inspirational
- We look up, look out and look forward
- We anticipate and embrace change

### We're proud of everything we do

- We strive to improve in everything we do
- We celebrate our achievements
- We all have a voice
- We know our priorities and implement with conviction and pace

### We grow responsibly

- We use our resources wisely
- We're clear and transparent in our communications to all our stakeholders
- We're committed to reducing our environmental impact
- We give back to our communities



### Section 5: Job description prepared by

Job title: Head of Sales

Date: March 2025