

# spencerharrington

## Business Development

### **Introduction;**

- A more strategic approach to sales, instigating long term tactics by researching potential clients likely to benefit from your product.
- You are then responsible for initiating the relationship with these new clients and bringing them on to your books

### **Who it suits;**

#### Personality

Pace and energy is essential as you will need to speak to a large number of clients before you secure a deal. You should enjoy a challenge and have a drive for success. you will need confidence, motivation and enthusiasm.

#### Skill Set

You will need a great telephone manner and good negotiation skills as you will need to be able to convert calls. Sales experience in any capacity would help you to start with but all necessary training can be given.

#### Attitude

You will need to be very driven and money motivated. A tenacious attitude is essential to overcome difficult situations and be real self-starter.

### **USPs;**

- Environment – dynamic, fast-paced, energetic sales floors
- Money – good earning potential in your first year and it's all dependent on your own effort and success

### **Progression;**

- Once you have success as a BD executive you'll have the chance to progress to a Business Development Manager or Director where you will be responsible for a who team of business developers.

### **Earnings;**

- Basics range from £18k to £24k and your OTE will be dependent on the number of new accounts you bring on or sales that you make. Normally OTE's will each £30k - £50k in your first year.
- BD Directors can expects basics of up to £70-80k with impressive OTEs of 6 figures.