



## **Regional Business Development Manager**

### **Our Company**

Go Traffic Management has been in operation since 2007, initially serving clients in the North West, Midlands and Yorkshire regions. Over the last decade, the business has expanded significantly, based on an excellent reputation for performance and delivery. The company is now one of the UK's largest traffic management providers, with local depot bases up and down the country.

### **Our role**

As an experienced Business Development Manager, you will drive sales and growth, through managing a portfolio of accounts with growth potential and through identifying new business opportunities. This is an integral role in the expansion of GTM, you will lead the growth of the company throughout your area contributing to the success of GTM across the UK. Not only will you be responsible for the initial sales, but you will see the process through planning and delivery with the wider GTM team; ensuring we deliver on our promises.

### **Key Responsibilities**

You will focus on the continued growth of hire sales profitability across your region in key industry sectors - construction, utilities, rail, telecoms, events etc.

You will use knowledge of local markets, competition and customers to propose deals and ways of working that balance customer needs with our business targets

You will support our Key Account portfolio with regular visits to increase opportunity for income and review our service levels ensuring we continue long standing relationships with our clients

You will manage pricing of hires and accessories for all clients, whilst considering costs across transport, fuel, labour and margin etc.

You will work with depot colleagues to ensure hire orders are met in a timely and cost-efficient way

You will liaise with operational depots and the back office to resolve any customer invoice/complaints/ disputes quickly and efficiently

You will implement sales campaigns, working with your depots / back office to maximise their impact

You will maximise customer retention through telesales, mail shots and utilise inactive customer report

You will ensure that we optimise the use of marketing tools e.g. social media, website, brochures, and flyers etc.

You will deliver objectives on sales, profit, debt, CRM and customer satisfaction

You will forecast, track and report client spend via established metrics

You will work towards being a product expert on all relevant GTM hire products

### **Salary and Benefits**

We offer a competitive salary based on experience along with a full benefits package.

Go Traffic Management is proud to be an Equal Opportunity Employer. We celebrate diversity and do not discriminate based on race, religion, colour, nationality, sex, sexual orientation, age, veteran status, disability status, or any other applicable characteristics protected by law.

We are Armed Forces-friendly. We welcome applications from ex-Armed Forces personnel, reservists, armed forces veterans, cadet instructors and military spouses/partners.

We understand that privacy and the security of your personal information is extremely important. By applying for this role, you agree to the terms of our privacy policy which you can find here – [www.gtm.co.uk/privacypolicy](http://www.gtm.co.uk/privacypolicy).