



Position Information

Job Title:	Business Development Manager
Reports to:	Sales Office Manager
Reporting to Job Holder:	N/A
Location:	London
Contract Type:	Permanent / Full time
Division/Department:	Sales
Date Created/Updated:	July 2022

About Lapp UK:

Our brand stands for quality, customer service and a deep understanding of the industries and applications in which our products are used. We are the world market leader, supplying everything from cable, connectors and accessories to fully integrated connection solutions. **LAPP** products are used in production machinery, industrial robots, public transport, food processing, alternative energy, charging systems for electric vehicles, oil drilling platforms and much more. They are the product of choice for mountain climbers and polar explorers. With a global workforce of 4,650 people, we generated over a billion euros of turnover in the past year.

Our customers appreciate our expertise and service. The 40,000 products in our catalogue reflect our manufacturing prowess. We always want to offer the best solution. If the customer cannot find what they are looking for in our catalogue, our experts are on hand to develop a solution together.

LAPP delivers to every corner of the world, with most products ready to be delivered quickly off the shelf. To guarantee this, we have development centres, production facilities and warehouses all over the globe. With 44 sales companies and around 100 national partners, our customers always have someone to talk to.

LAPP is well positioned for the future, just like Oskar and Ursula Ida Lapp were when they founded the company in 1959. In 1957, Oskar Lapp created the **ÖLFLEX®** control cable, the first protected trademark in the industry. More quickly followed. Throughout its history, the business has always been in family ownership. In Matthias Lapp, the third generation of the family has now begun to assume responsibility for the Company.

Job Purpose

To achieve all financial and performance targets as well as objectives allocated to you by the company on a monthly, quarterly and annual basis.

Primary Job Responsibilities and Measurement

- Winning new business & developing new opportunities in existing business
- Identifying new customers for Lapp products and services as well as providing the necessary technical and pricing information to gain business – support & training provided;
- Self-generation of sales leads;
- Following up on sales leads provided by the Marketing Department and Internal Sales team;
- Identifying new areas of growth within the marketplace, product mix and new markets;
- Develop solutions / project sales, ensuring Lapp products gain maximum exposure;

NOTE: Every effort has been made to ensure that this job description is as complete as possible. However, it in no way states or implies that these are the only duties that you will perform. The omission of specific statements does not exclude them from the position and you may be required, as directed by the business, to undertake other duties within Lapp UK.



- Liaise with internal sales team on management of business development opportunities
- Provide forecasts and budgets as required on business development activity;
- Participation in monthly Sales Meetings;
- Organising and maintaining accurate records, call plans and providing regular reports to management via CRM

Scope of Role

- Increasing business levels and achieving the maximum GPM for all Lapp products;
- Maintaining good customer relations with clients;
- Developing Lapp products presence in the marketplace;
- Creation of monthly sales statistics reports;
- Keeping up-to-date with technical developments and information on Group products;
- Providing feed-back on competitor products and activity.

Person Specification

Lapp UK recognises the positive value of diversity and is committed to creating a diverse and inclusive workforce. We encourage applications from all suitably qualified or experienced individuals, regardless of their race, gender, biological sex, disability, religion/belief, sexual orientation or age.

You will be a knowledgeable Business Development Manager with demonstrable hands-on experience of the above responsibilities. You will share our passion for the company values which are: **customer-oriented, success-oriented, family-oriented and Innovative**. You will thrive in a busy environment.

Skills, Qualifications & Expertise

- Highly motivated & ambitious individual with a desire to achieve targets;
- Self-motivated with an industrious work ethic
- High degree of professional & commercial ability
- Trustworthy and honest;
- Appropriate technical aptitude and/or qualifications;
- Proven ability to manage own work and visit programme;
- Ability to establish good working relationships and good negotiation skills;
- Strong IT skills in Excel and Word and E-mail;
- Knowledge of SAP an advantage;
- Knowledge of SAP an advantage;
- Experienced in CRM & social media (e.g. LinkedIn)
- Loyal and company-focused;
- Full and preferably clean driving licence.

Application Procedure

Please send us your CV and a Covering letter outlining your suitability for the role to hr.uk.luk@lapp.com.

NOTE: Every effort has been made to ensure that this job description is as complete as possible. However, it in no way states or implies that these are the only duties that you will perform. The omission of specific statements does not exclude them from the position and you may be required, as directed by the business, to undertake other duties within Lapp UK.



Recruitment Timeline:

We will be assessing candidates and arranging interviews as applications come in so please apply as soon as possible. Closing date is 19th August 2022.

NOTE: Every effort has been made to ensure that this job description is as complete as possible. However, it in no way states or implies that these are the only duties that you will perform. The omission of specific statements does not exclude them from the position and you may be required, as directed by the business, to undertake other duties within Lapp UK.