

### Position Information

<b>Job Title:</b>	Senior Business Development Manager
<b>Reports to:</b>	Sales Office Manager
<b>Reporting to Job Holder:</b>	N/A
<b>Location:</b>	London
<b>Contract Type:</b>	Permanent / Full
<b>Division/Department:</b>	Sales
<b>Date Created/Updated:</b>	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

The Senior BDM is primarily responsible for the product Sales and Margin / participate of life cycle of the designated product and solutions portfolio (within the designated strategic Key Initiative) within his local sales area.

### Primary Job Responsibilities and Measurement

- Business development (30% time); Develops, owns, implements and monitors the action plan for the development of selected Key Initiatives. Aligns the program with sales team and actively participate to develop and own the action plan aligned with the LAPP UK Strategy
- Market intelligence; Build and secure optimal market, competitor and customer knowledge in collaboration with PM or Technical engineer
- Product Management; Co-manages the product and solutions life cycle (Launch, Maintain, Fade-out) and competitive positioning for the designated products within the Key Initiative

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.

from UIL together with the Local Product Manager(s) and/or Technical Engineers. Co-manage commercial opportunities with internal operational function

- Pricing Management; Pro-actively gives structured feedback on customer pricing, discount levels and price levels of competitors. The BDM should be the eyes and ears from the customer point of view and advise the internal organisation of correct 'market driven' pricing for the designated product (groups) within the Key Initiative. Work with the PM or SM. Pricing should be market driven and based on the outside-in and inside-out prices analysis
- Process analysis; Contribute and advise improvements for processes, procedures and systems as well for concepts and methods, to the organization
- Promotion; Participate and Co-manage for instance for Communication/ Campaigns/ Sales promotions/ Sales tools / Training and Webinar, to be able to achieve the defined goals (MQL's/ Revenue/ Active customers) for Key initiative portfolio. Participate and manage sales push for Key initiative
- Operational activities / Sales (60% time) ; Daily focus on visiting customers (online and offline) / searching and managing opportunities aligned with sales team /follow-up on creation offers and follow-up on quotations dedicated for the designated Key Initiatives.
- Be Key account Manager for list of big customers
- The Senior BDM assists Marketing team to implement new products on the market
- The Senior BDM develops, owns, implement and monitor the operational (sales) activities in the fields aligned with sales and sales leader(s)
- The Senior BDM interacts highly and supports the Sales Team on a day to day in retaining existing customers and growing new customers
- This Senior BDM works closely in his responsible sales area to maximise the key initiative(s), follow up leads to transform in customer
- Based on local and global competition analysis the BDM participate at the price setting of the complete product portfolio differentiated for segment

### **Scope of Role**

- Reporting requirements to line manager: Monthly Reporting of the defined KPI's global and Senior BDM KPI's. Prepare and attend weekly review with manager. Participate UK KI review. 'Monthly review KI (OC / IC) with the LAPP UK KI manager
- Decision making power: As defined in the Delegation of Authority (= DOA). This in accordance with agreements in the budget for the current financial year. In line with what's defined in the CHP's

### **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.

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### **Skills, Qualifications & Expertise**

- Economically relevant training relevant to the electro technical market
- 5+ years of relevant work experience in the leading position in industry and sales
- 5+ years relevant experience in commercial positions
- Strong affinity with technology and industrial products
- Key Initiative IC: Strong knowledge on industrial automation technology (sensors / actuators / protocols / PLC ....)
- Pronounced knowledge of relevant portfolio and market players
- Good know How of Distributed Sales Models
- Understands the detail of Profit & Loss reports

### **Application Procedure**

Please send us your CV and a Covering letter outlining your suitability for the role to [hr.uk.luk@lapp.com](mailto:hr.uk.luk@lapp.com).

### **Recruitment Timeline:**

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