

Position Description

Position Title: Business Development Manager

Reports To: General Manager – Asia Pacific

Date Updated: February 2016

OUR ORGANISATION:

MST is a global Australian company, founded in 1989, providing communication, tracking and lighting solutions for the mining, tunnelling and resource sector.

With a global reach across six continents, the company specialises in the design, development, manufacture, deployment and support of mission-critical solutions for voice & data communications; vehicle and personnel tracking; and safety solutions in underground and surface environments. A pioneering force within the mining industry, the company does business with over 300 mine sites worldwide, a mix of blue chip and mid-tier mining companies.

MST is a vertically integrated company incorporating hardware and software product development; assembly; direct sales; project management and deployment resulting in turn-key configurable solutions. The customer experience is further tailored using managed services to offer support and maintenance, remotely or on-site, over the life of the relationship.

MST's vision is to be the preferred global partner for mission-critical unified communications and asset tracking solutions in harsh industrial environments.

MST's mission is to excel at offering configurable solutions for voice and data communications and asset tracking, thereby improving productivity and safety in mining and tunnelling.

PRIMARY JOB PURPOSE:

To identify and win new opportunities in new accounts and existing sites, providing them with selected products and services from the Mine Site Technologies (MST) portfolio against agreed commercial targets.

KEY CHALLENGES:

- Maintaining a strong safety culture
- Strategic/solutions sales approach including negotiation of scope of work and T&C's
- Project sales cycle length
- Regular ongoing revenue streams
- Commercial, pricing and legal understanding of customer contracts
- Develop key long term accounts
- Revenue and Profitable growth of business
- Interaction with a widely spread team
- Customer Satisfaction and Relationship Management

JOB DIMENSIONS:

Primary Accountability:

- Safety
- Win new customer accounts through profitable business
- Customers
- Lead and conclude negotiations from commercial and scope of work terms through to Purchase Order
- Growth of the sales pipeline long term
- Continuous revenue stream development
- Individual Revenue & Gross Margin target

Shared Accountability:

- Team Leadership
- Customers
- Further Account Management sales where directed
- Project Negotiation
- Support regional branches in revenue generation
- Customer satisfaction

KEY ACCOUNTABILITIES:

Safety

- Ensure a culture and practice of safety compliance on all sites and offices.
- Take a lead role in the promotion and management of safety, including participation in the monitoring of site safety; ensure completion of safety audits and a proactive approach to rectification.
- Maintain a clean, safe, and unobstructed work area, practicing good safety habits, and utilise appropriate safety equipment.
- Understand OH & S responsibilities; observe and report any potentially unsafe or unhealthy work conditions.
- Ensure all employees take reasonable care of health and safety of others.

Planning and Reporting

- Develop a 3-year Sales Segmentation Plan outlining how deeper relationships and new solutions will be sold into a nominated portfolio of accounts, providing management with a quarterly update. This should also include major upgrades for existing customers.
- Keep Salesforce up to date with key customer information, leads, opportunities, planned activities and other information as required supporting a 3-year pipeline.
- Provide the business with an up to date weekly sales report, funnel, and a rolling monthly and quarterly forecast via Salesforce.

Sales Management

- Deliver sales revenue and gross margin to an individual sales target set annually.
- Execute the sales plan and drive the Top 5 opportunities.
- Identify, qualify, develop and on-board new customers that have not previously purchased from MST (Mine Sites and/or Mining Houses).
- Develop strategic insight into the customer's business, projects and plans to identify how we provide the appropriate solution to match their business needs.
- Provide a high level of response to customers, build up strong relationships and improve customer satisfaction. Ensure MST becomes a trusted advisor within each customer.
- Ensure quotes, proposals and tenders are accurately produced and delivered to the customer on time, and documented in Salesforce.
- Actively look for opportunities within the geographical area of responsibility

Internal Communication

- Work with the pre sales team to develop the appropriate solutions for the customer and win these new opportunities.
- Have all proposals and tenders peer reviewed. Follow the internal approval process for all deals.
- Ensure that every new sale is handed over properly to project delivery for a successful deployment. Hand over the new accounts developed to a Regional Sales Account Team at the appropriate time.
- Work closely with the Regional Account Management team and keep them abreast of your planned activities within accounts and the region.

Industry Knowledge

- Stay abreast of industry and account trends, communicate these back to the business.
- Maintain relationships with customers at the corporate level
- Attend training and trade shows as required by management.
- Review trade journals to highlight leads that will generate new opportunities for the 3-year Sales Plan.

KNOWLEDGE AND EXPERIENCE REQUIRED

- 10+ years of proven sales and BDM skills within medium to large accounts with strong commercial acumen. Strategic, project and solutions selling skills are

essential.

- Clear understanding of UG operations and in addition surface operations
- Excellent understanding of human behaviour, high emotional intelligence with the capacity to thrive under pressure.
- Ability to build and foster close customer relationships and networks at multiple levels in complex organizations.
- Proven track record in developing solutions relevant to a customer’s business requirements.
- Proven track record in building & presenting quotes, proposals and tenders.
- Good presentation skills and comfortable presenting to small audiences.
- Able to lead a team within an account.
- Maintain a valid driver’s license.

Desirable

- Bachelor's Degree in Engineering, Communications, Marketing or Commerce preferred.
- Technical understanding of communications technology, networking, wireless and radio solutions and how these relate to the mining & other allied industries.
- A sound understanding of the mining market and ecosystem.

COMPETENCIES:

- Self-motivated
- Good communicator
- Excellent written skills
- Active listener
- Driven and innovative in approach
- Competitive and ethical
- Persistent, disciplined and focused
- A good team player and mentor
- Ability to work and excel in an autonomous environment

WORKING RELATIONSHIPS

Most Frequent Contacts:

External

- Mine Engineers
- Mine Management
- Corporate Management

Internal

- General Manager – Asia Pacific
- Regional Operations Manager, Business Units and Shared Services Teams
- Project manager

- Business Development Managers