



Business Development Manager – Sales & Marketing – Liverpool

We are looking for someone to work as part of our Sales & Marketing team with a focus on generating new business opportunities and growing our presence in the Liverpool City Region.

The Role

- Deliver on clearly defined targets and KPIs to support the firm's BD strategy.
- Develop a thorough understanding of the firm's services and be able to build and maintain positive relationships with key stakeholders.
- Generate leads through various channels, including referral marketing, networking, industry events, cold calling, and social selling.
- Take responsibility for oversight and reporting around the Sales pipeline.
- Work closely with our marketing team to build bespoke campaigns and marketing plans and ensure they are leveraged by the business and that follow up is in place.
- Be able to develop new client relationships and sales opportunities for the group, across all service lines.
- Follow up on inbound leads and produce bespoke proposals for clients from a wide range of sectors.
- Build a network of successful referral partners from other areas of professional services.
- Demonstrate a solution-based approach to sales.
- Build and maintain client relationships by understanding their needs and objectives.
- Identify opportunities across the existing client base.

The Individual

- Must be comfortable working in a varied, field sales environment attending trade shows and networking events alongside office-based sales activity.
- Previous experience in Accountancy/Professional Services desirable.
- Robust B2B Sales Experience
- A proactive attitude and willingness to learn.
- You'll have a thorough understanding of lead generation, sales, and client management activity.
- You'll have strong communication and influencing skills.
- Self-Motivated and initiative
- Pro-active, can-do attitude