



UK Sales & Business Development Role Description

Position: Location:	<ul style="list-style-type: none">▪ UK Sales and Business Development▪ Full-time, Permanent.▪ UK field-based, flexible location, London preferred. At times, you will be required to work at the Amina HQ office in Huntingdon.
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Job Summary:

The main purpose of this role is to drive, develop and deliver sales growth for Amina via a network of existing and new integrators and resellers, increasing the penetration and effectiveness of the UK & Eire distribution business across all channels and contributing to Amina's overall company success.

You will be expected to establish and maintain relationships with customers, identify new sales opportunities, and provide excellent customer service. You will also be responsible for meeting sales targets and increasing revenue.

Experience:

- Minimum 3 years' sales & business development experience with high-performance products and services.
- B2B sales and channel growth expertise within the Custom Integration, HiFi, Consumer Electronics or Pro/Commercial Audio sectors.
- Proven track record of successfully delivering sales objectives.
- Ability to communicate relevant technical information effectively.
- Excellent relationship-building and networking capabilities

Skills:

- Evident sales and business development skills.
- Ability to influence independent businesses.
- Self-motivated and results focused.
- Ability to manage own workload.
- Data-driven and willing to be held accountable.
- Strong attention to detail.



Key Responsibilities:

- Develop, deliver and maximise the sales & success of Amina's products & brands across all accounts.
- Create, manage, and communicate sales development plans which are aligned with Amina's sales strategy.
- Build effective commercial relationships, achieve objectives and exceed sales targets via the existing reseller network and by developing new customers.
- Drive sales success by leading regular business & opportunity reviews, face-to-face meetings, and customer demonstrations.
- Develop activity plans and sales methods for each customer that align with shared business goals.
- Represent Amina to promote products at industry and client events.
- Work closely with & collaborate across the entire Amina team to ensure all business opportunities are delivered.
- Research and develop strategies to expand the Amina customer base, targeting existing Custom Home and new Consumer Electronics and Commercial market opportunities.
- Work in close collaboration with the engineering team in the UK, Lithuania and in China to develop product ideas that would exploit those commercial opportunities.
- Develop strong Networks of clients and influencers in London, attending and creating networking events to maximise global potential from these influencers.
- Develop a target customer list and update Zoho CRM: Create a list of potential customers that you can reach out to. Use various methods to identify potential customers such as social media, referrals, and industry events.
- Create a sales pipeline on Zoho CRM: Develop a sales pipeline that outlines the stages of your sales process from initial contact to closing the sale.
- Conduct market research: Research your industry, competitors, target audience, and current trends to identify gaps and opportunities in the market.
- Prospect and generate new leads through cold calling, networking, and other methods.
- Build and maintain strong relationships with new and existing customers and distribution partners globally.



- Keep the Zoho CRM up to date with architects, developers and interior designer's contact details. Provide client marketing and education presentations and product training programmes as required.
- Attend trade shows and other industry events to generate leads and promote the company's products.
- Prepare and deliver sales presentations and proposals to customers.
- Negotiate and close sales contracts with customers.
- Collaborate with other teams within the company, such as marketing and product development/R&D to ensure customer satisfaction and sales success.
- Keep up to date with industry trends and competitor activity to identify new opportunities and stay ahead of the competition.
- Meet and exceed sales targets and other performance metrics.
- Attain a full understanding of the companies cloud based accounting and admin software. Be prepared to assist in administration at peak times. Along with the team seek to improve administration and operational efficiencies and overheads.
- Duties also include any other responsibilities as assigned from time to time, which will be discussed with you.
- From time to time, you may be asked to work in a different location for a business requirement. This request would be reasonable, and business related.

Potential Opportunities within the role:

Success in the role allows the real potential to join the board and lead the company many decades into the future reaping the rewards of likely equity ownership.

Please note this document may be reviewed in the future depending upon operational requirements and staffing levels, which will be discussed with you at that time. This document is a guideline to outline your main job duties and expectations.