**UK Business Development Manager – Hospitality**

**LOCATION**: Field based

**DEPARTMENT:** Sales Director – Regional

**JOB OVERVIEW**We are looking for a dynamic business development manager to join our UK Sales team; targeting the Hospitality sector and covering the UK, you will play a vital role in the success of Life Fitness UK.

You will be a key driver for increasing our overall productivity by targeting multi-site hospitality accounts, generating opportunity, qualifying leads and managing pipeline to in turn, increase market share. In addition, you’ll support the sales teams in customer events, experience workshops and other customer facing activities.

We are seeking a highly motivated and results driven business development manager with a focus on a consultative approach for lead generation. This position requires a dynamic individual with exceptional communication skills, liaising with the EMEA Hospitality & Spa Director, Inside Sales, and Regional Account Managers. The successful individual will possess a natural ability to take initiative and effectively drive to a result.

**SPECIFIC ACCOUNTABILITIES**

**People Focussed**

* Actively participate in team culture to achieve department and company objectives
* Project a positive, helpful, and can-do attitude, while being an active listener to attend to multiple tasks and responsibilities
* Take ownership of your personal and career development plan

**Customer Centric**

* Be the face of the company within your remit, fostering long term, mutual success
* Unearth and develop new customer relationships through effective business development
* Evolve existing customer relationships via face-to-face meetings and industry events
* Process a wide variety of calls and emails, swiftly identify needs and initiate next actions
* Actively listen to our customer, negotiate innovative solutions aligned to customer challenges
* Interpret market data and identify trends to provide insight-led solutions to our customers

**Performance Driven – Hospitality Segment**

* Target key hospitality accounts, increasing market share whilst maintaining current partnerships
* Achieve annual targets and segment growth, supporting our customers with mutually beneficial, commercially viable sales
* Reach weekly and monthly KPI’s set out by the UK Sales Directors aligned to business and company strategy
* Upsell to customers, utilising a range of solutions across our portfolio
* Work with sales and service teams to maximise customer enquiries
* Utilise CRM system to record, track and manage all customer interactions
* Lead and execute tender submissions within territory

**SKILLS & ABILITIES**

* Have previous experience working in a sales role, delivering against KPI’s and executing sales strategy
* Experience in the hospitality industry is an advantage
* Demonstrate excellent communication, planning and organisation skills
* Be competent in face-to-face meetings across varying levels of management. Where appropriate deliver thought provoking presentations and solutions
* Understand the impact of fitness trends and the importance in gym design and consultancy
* Be confident in answering incoming calls, making cold outbound calls and have excellent email etiquette to respond to email communications
* Be willing to travel nationally, with occasional overnight stays required
* Have a desire to learn and develop to progress through our career pathway
* Be a team player, with a customer centric approach

**ADDITIONAL COMMENTS**

You’ll be working in an inspirational and active environment empowering everyone to work-out, but also work hard to push themselves to achieve ambitious goals. We offer a challenging position in a dynamic and supportive environment, competitive compensation, and a great work atmosphere!

If you are confident that you are the person we are looking for, please send your covering letter and CV directly to [uk.careers@lifefitness.com](mailto:uk.careers@lifefitness.com) !