



# Internal Business Development Manager Recruitment Pack

An Aareal Bank Group company

[www.aareon.com](http://www.aareon.com)



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## CONTACT INFORMATION

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**HR Advisor**

# Welcome

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## Recruiting for Internal Business Development Manager

Thanks for your interest in this exciting position!

At Aareon UK Limited, we deliver solutions that help Social Housing Providers to transform their business processes, reduce costs and improve customer service. We are part of Aareon AG, the leading European provider of systems and consulting services for the property industry.

In its 60 years of corporate history, Aareon AG continuously set new standards when it comes to controlling complex business processes. Customers can rely on our extensive know-how, sophisticated applications and intensive support by specialists with many years of market experience. All this culminates in secure solutions that lead the way, are tailored to the requirements of our respective markets and help customers reach their goals. Aareon AG offers expertise in the areas of consulting, software and services for the optimisation of IT-based business processes in the digital age.

Currently, we support more than 2,800 customers with over 10-million housing units. A wholly owned subsidiary of the Areal Bank Group, Aareon has its head office in Mainz, Germany, and operates a total of 28 locations. International subsidiaries are located in the UK, France, the Netherlands, Norway and Sweden, with more than a third of Aareon's 1,300 employees working outside Germany. In addition to central, country-specific ERP systems, Aareon offers digital solutions for all processes in the property industry, including CRM solutions, document management systems, mobile applications, Internet-based service portals and much more.

In the UK, we are over 120-employees with offices in Coventry, Southampton and Swansea. Due to UK growth, we have a new vacancy in Account Management team for an Account Manager. We have an established and experienced team and there are great opportunities for you to progress your career. If you are searching for an opportunity where you can drive revenue, add real value and help deliver great service then we'd like to hear from you.

# Snapshot

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## Aareon UK

Aareon are the leading European Housing IT Provider, with over 10 million units of housing stock managed on our software throughout Europe. Our position as a profitable, growing and innovative organisation enables us to set the standard for business processes in the housing sector both today and in the future. We deliver tailored enterprise-wide solutions for our clients.

As social housing in the UK becomes more complex it requires more sophisticated IT systems; comprehensive, scalable and as versatile as the tasks that our clients have to deal with.

Whether Aareon implements an enterprise-wide solution or optimise and customise a number of individual modules to complement our clients existing applications, each Aareon solution encompasses years of know-how, the experience of more than 130 implementation projects and over 50 years of social housing expertise.

**3**  
Offices

**124**  
Staff

**£13m**  
Revenue

**130+**  
Customers

### AAREON SMART WORLD COMPRISING:

- Aareon QL - the market-leading integrated ERP solution
  - QL housing management
  - QL CRM
  - QL asset management
  - QL financials
  - QL personnel & payroll
- Aareon 1st Touch Mobile - enterprise mobile working solution
- Aareon 1st Touch Self-Service Apps
- Aareon 360
  - Customer Portal (CRM)
  - Employee Portal (ERM)
  - Contractor Portal (SRM)
  - Building Management Portal (BRM)

# Role Description

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## Internal Business Development Manager

We are searching for an exceptional individual who can join our Account Management Team. Reporting to the Head of Account Management, you will be responsible for developing and managing a professional and effective business relationship between Aareon UK Ltd and a number of Customer Accounts to:

- **Meet and exceed allocated sales targets**
- **Ensure overall customer satisfaction and customer retention**
- **Support the Sales Team in campaigns, phone – based communication and general liaison to assist in driving sales goals.**

Able to 'Hit the Ground Running', you will be driven, flexible and focused on ensuring that relationships are built and maintained within our customer base whilst at the same time identifying, managing and closing business to meet our ambitious growth plans.



# Key Responsibilities

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## Internal Business Development Manager– Office Based (Kenilworth)

|   |  |
|---|--|
| 1 | <ul style="list-style-type: none"><li>• In an office-based role, you will own a group of customer accounts and build relationships with them.</li></ul>  |
| 2 | <ul style="list-style-type: none"><li>• Act as key contact for your allocated customer accounts and liaise with colleagues to ensure issues are resolved.</li></ul>  |
| 3 | <ul style="list-style-type: none"><li>• Through contact with your customers, develop and maintain a pipeline of sales opportunities, using research into customer organisations where appropriate to understand their aims and strategic objectives, and accurately forecast opportunities and qualify opportunities thoroughly, with reference to an individually allocated annual sales target making an active contribution to the revenue stream.</li></ul>                      |
| 4 | <ul style="list-style-type: none"><li>• Participate in the full sales process including preparation of account plans as well as the preparation of price proposals, quotations and the processing of orders.</li></ul>   |
| 5 | <ul style="list-style-type: none"><li>• Close opportunities in conjunction with customers and colleagues within Aareon UK as required and maintain accurate and up to date information within the CRM system while opportunities are moving from proposal to closure, enabling accurate forecasting to group.</li></ul>  |
| 6 | <ul style="list-style-type: none"><li>• Research and identify suitable level contacts within customer organisations, reviewing this information regularly including consents. Maintain a regular contact with appropriate level contacts at all customers via face to face visits, telephone calls, user group meetings and events/seminars, as led by the customer's preference. Keep information up to date in appropriate systems such as meeting reports, visit dates.</li></ul> |
| 7 | <ul style="list-style-type: none"><li>• Collaborate with colleagues from all relevant areas in the sale of all Aareon products and services and supports other areas in the expansion and development of new business areas and opportunities. Assist in the preparation and execution of campaigns to support the sales team as required.</li></ul>   |

# Skills & Pre-requisites

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## Personal Skills

|   |   |
|---|---|
| 1 | A high-level of attention to detail   |
| 2 | A strong customer focus and the ability to work well in a team.   |
| 3 | Excellent listening and questioning skills, combined with the ability to interact confidently with staff and customers in order to gain the right information in order to write comprehensive case studies. |
| 4 | A proven ability to close business in line with close plans   |
| 5 | Desire to learn and develop   |
| 6 | Effective written and verbal communication skills   |
| 7 | Self motivated, trustworthy and reliable  |
| 8 | Ability to work under pressure and to tight deadlines   |

## Desirable Skills

|   |  |
|---|--|
| 1 | Knowledge of multi user ERP systems            |
| 2 | Knowledge of the UK Social Housing marketplace |

## Technical Skills

|   |                               |
|---|-------------------------------|
| 1 | Microsoft Office Applications |
| 2 | CRM Contact Management System |

# Competencies

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## Internal Business Development Manager

| Professional   | Team   | Management  | Communication  | Customer   |
|--|--|---|--|--|
| The ability to deal with interactions logically and independently by using acquired knowledge and skills. The ability to solve and/or anticipate possible problems. Be open to developing and maintaining your knowledge and skill set in order to deliver a professional service.   | The ability to understand team goals and to have the motivation to achieve them. The willingness and ability to integrate with internal and external teams. Considers the needs of colleagues and supports them in order to help them achieve their best. Shares and transfers skills and knowledge within own team and the business in order to assist in reaching overall goals                | The ability to plan, organise and prioritise workload in order to work in line with your goals, team goals, company goals and group goals making sure they always line up with the flight plan. Being able to lead, empower and delegate where necessary and take responsibility for actions and outcomes. Understand the required results and be flexible and multi-orientated in order to achieve them. | The ability to listen, talk, understand and convince. Listen means being open to wishes and positions of others and stepping aside when needed. Talk means being focused and clear in the way you communicate and always check your understanding of the situation. Understand means knowing your audience and what method would be best to use in order to communicate with them. Convince means that the solution presented is accepted and carried out by customers and colleagues. | Listen to, understand and manage the customer's goals and expectations in order to help them achieve their desired outcome. Constantly strive to improve the customers' situation. Follow up with the customer in order to promote satisfaction and offer further assistance if needed. Build and maintain strong customer relationships with a focus to giving them an excellent customer experience. |
| Required: Level 3  | Required: Level 3  | Required: Level 3   | Required: Level 4  | Required: Level 4  |
| <ul style="list-style-type: none"> <li>✓ Has advanced knowledge to perform the job and anticipates possible problems</li> <li>✓ Needs no guidance in any interactions or problem solving</li> <li>✓ Regularly takes time to improve their knowledge and skill development</li> <li>✓ Takes part in the transfer of know-how</li> </ul> | <ul style="list-style-type: none"> <li>✓ Systematically shares and transfers skills and knowledge to others</li> <li>✓ Is acknowledged as a person of trust and a qualified point of contact and helps employees integrate themselves into different teams</li> <li>✓ Mobilises the employees relevant for the tasks ahead, also outside his/her own team, and encourages cooperation</li> </ul> | <ul style="list-style-type: none"> <li>✓ Enables a project team to work together successfully</li> <li>✓ Takes relevant corporate goals into account and reviews them where necessary</li> <li>✓ Recognises market trends</li> </ul>  | <ul style="list-style-type: none"> <li>✓ Interprets and reflects on verbal and non-verbal communication and acts in a commanding and appropriate way.</li> <li>✓ Able to guide others and can moderate discussions to achieve a result that is feasible for everyone.</li> <li>✓ Actively seeks ways to improve communication methods within the business.</li> </ul>  | <ul style="list-style-type: none"> <li>✓ Nurture important and sustainable customer relationships.</li> <li>✓ Systematically implements improvements together with the customer.</li> <li>✓ Is continuously asked for advice and support by the customer and provides the customer with information as and when needed on his/her own initiative.</li> </ul>   |

# Package & Benefits

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## Internal Business Development Manager

|                    |  |
|--------------------|--|
| <b>Salary:</b>     | <b>£35k + Commission</b>   |
| <b>Reports to:</b> | <b>Head of Account Management</b>  |
| <b>Benefits:</b>   | <b>Salary dependent on skills and experience.</b><br><b>25 days holidays</b><br><b>Contributory company pension scheme.</b><br><b>Choice of healthcare plans.</b><br><b>Life insurance.</b><br><b>Flexible working from home arrangements.</b> |

*Any offer of employment is subject to successful references.*

# Interview Process

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|                |  |
|----------------|--|
| <b>Stage 1</b> | <b>30-minute telephone interview with James Gayton, Head of Account Management and Rob Griffiths, Interim General Manager.</b> |
| <b>Stage 2</b> | <b>Formal face-to-face interview at our Kenilworth office with James Gayton &amp; Genni Davey-Smith, HR Manager.</b>           |

*Feedback will be provided after each interview stage.*