

# Business Partner – Job Description



Company: Stannah Lift Services Limited  
Function: Business Partner – Public Sector  
Reports to: National Sales Manager Public Sector

## Purpose

The Business Partner is to assist with driving sales and marketing strategies for the distribution and installation of new and reconditioned domestic stairlift solutions into the UK Public Sector. The role incorporates the generation of new ideas and solutions into the market to increase share and profitability within the sales division. The role will support a National Sales and Bid Team in identifying, shaping, and winning business.

## Key Responsibilities

- To identify potential new Public Sector partners for Stannah.
- To develop strong relationships with prospective new clients and network to maximise revenue streams and other initiatives that align with the Stannah brand and marketing / sales plans.
- To have the ability to work on several types of projects at the same time – new business sales, renewal of existing partnerships, sales strategy, sales pipeline forecasting and partner generation.
- To develop, manage and refine the commercial strategy for the Public Sector with the support of the Line Manager and other Sales Managers.
- To create new digital communication tools and propositions that will assist you and the Sales Team to connect with new and existing clients to both develop relationships and grow our market share.
- To prepare sales propositions and generate business cases that will appeal to a post-Covid Public Sector sales landscape.
- To provide weekly and regular updates on partnership activity and pipeline development, sharing any insight with Sales Management.
- To work alongside and help support the Sales and Bid Team to drive commercial opportunities within the Public Sector.
- To gain a thorough understanding of Stannah Stairlifts and competitor products, to be able to sell into a competitive and price sensitive environment.
- To ensure that we always deliver a high customer experience to end users and Public Sector stakeholders.
- To maintain the highest standards of professionalism, honesty, trust, integrity, and safety in keeping with the Company's guidelines.

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- To constructively and pro-actively support Sales Management to achieve Company Sales Objectives and Tasks.
- To work closely with the National Sales Manager to increase the sales and interests of the Sales and Installation Division.
- To work with the existing Sales and Marketing Team to provide support with key market, competitor information and specific partner valuation to identify market trends, brand relevance and opportunities across all categories.
- To work with colleagues in the Maintenance & Repair division to promote the sales and interests of the Sales and Installation Division.
- To be competent with Hub Spot and other sales management systems.
- To have and to work from a home office environment.
- When required by Business needs, to stay away from home overnight.

*This list is not exhaustive, and the jobholder will be expected to undertake any duties within their capacity to meet the needs of the business and/or the Sales and Business Partner function.*

### **Skills and Experience**

- Essential - Full and Clean Driving Licence
- Essential - Proven track record in B2B sales and account management
- Essential – Proven track record in Face to Face and Digital partnering interactions
- Essential – Proven track record of the generation and implementation of business partnership initiative, taking suspects to prospects, prospects to tender, tender to customer
- Essential – Proven track record of generating sales leads either in isolation or working with support teams
- Essential – Excellent language skills (verbal and written)
- Essential - Ability to develop a deep knowledge of Stannah group business ventures and services, competitors, relationships with customers, clients and suppliers, market evolution
- Essential – Proficiency in Power Point (or KeyNote), Word, Excel, Outlook, Teams, Adobe Acrobat (pdf) etc
- Essential – Must be a good team player who is open to working closely with sales colleagues and individuals from other departments
- Desirable - An understanding of UK Public Sector procurement legislation and practices.
- Desirable – An understanding of Government legislation and funding for Stairlift provision within the UK Public Sector.

### **Personal Attributes and Behaviours**

- ✓ Team and Interpersonal Building Skills
- ✓ Empathetic to Public Sector challenges
- ✓ Manage personal performance remotely
- ✓ To regularly communicate
- ✓ To set the lead in continually improving customer experience

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## **Managerial and Supervisory Responsibility**

- No direct reports
- Reporting to National Sales Manager Public Sector

## **Relationships**

### Internal

The jobholder will be expected to maintain close and effective personal working relationships at all levels of the organisation. The communication skills required include the ability to communicate technical, complex, and sensitive information.

### External

External agencies including Local Authorities, Housing Associations, Registered Social Landlords, Arm's Length Management Org's, Framework Organisations, Prep Work Sub-Contractors, and 3<sup>rd</sup> party product suppliers.

## **Education and Qualifications**

### Essential

- GCSE Maths and English C grade and above (or equivalent)
- A-Level or equivalent pass grades

### Desirable

- Higher education degree e.g., University