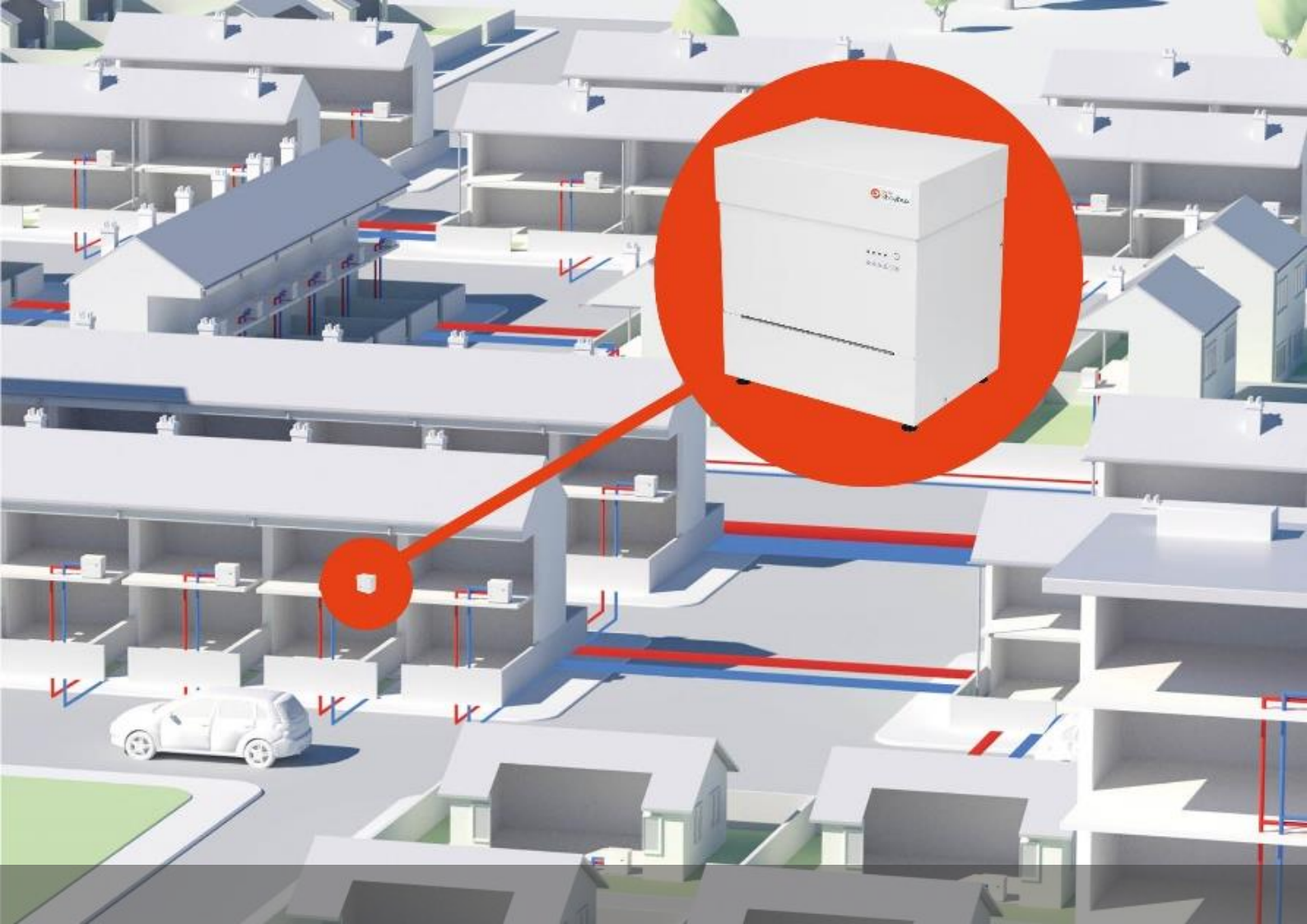


# Non-Domestic Business Development Manager - North



# GENERAL SUMMARY

The Kensa Group represents award-winning British engineering at its finest - the UK's leading manufacturer of ground source heat pumps (Kensa Heat Pumps), and the UK's pioneer of their mass-scale installation (Kensa Contracting).

The Kensa Group is transforming how Britons heat their homes, delivering a 21st century alternative to the gas grid. With over two decades of proven expertise in low carbon technology, we want to connect people in homes and businesses across the UK to cleaner, greener, and cheaper heat. Together, we will meet the UK's ambition to install 600,000 heat pumps every year by 2028, and be net zero by 2050.

# ROLE OVERVIEW

To develop Kensa Contracting Ltd (KCL) capability in the commercial GSHP sector, developing opportunities for the technology and working with clients to develop solutions for the replacement of fossil fuels alternatives in both new build and existing commercial buildings.

Develop and increase Kensa's order book and sales pipeline via various means including: making contact with new clients; delivering CPDs and presentations on the benefits of ground source heat pumps to a wide range of stakeholders including councils, developers, consultants, M&E engineers, architects and representing Kensa at trade shows.

Identify potential projects; producing initial feasibility reports and final fixed quotations. Responsible for negotiating contracts and contract terms favourable to Kensa and manage handover of project to the design and project management team ensuring scope, costs and margins are accurately reported.



# ROLE BENEFITS

To facilitate your success as a BDM Non-Domestic North, we will provide a supportive, friendly and collaborative environment. The ethos within Kensa Contracting encourages people looking for the opportunity to progress.

We also offer the pivotal opportunity for you to make a significant contribution to the safeguarding of our environment, saving the planet one heat pump at a time.

At a grass roots level, we welcome you to a culture of incredibly hard-working, knowledgeable, inspiring, committed, enthusiastic, and passionate people.

We expect a lot from our staff, because we expect a lot from our industry's potential – we are all committed to the UK's 2050 path to net zero carbon, and are determined to achieve that goal, but we also want to enjoy the journey together.

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**Competitive salary:** 38,000 - £45,000 base. Dependent on qualifications and experience.

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**Uncapped bonus scheme:** Company performance related pay plan with an OTE of 112% of base salary.

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**Pension:** Automatic enrolment into Kensa's company pension scheme.

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**Holiday:** 25 days holiday increasing to 30days holiday (plus bank holidays) for 5+ years' service.

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**Flexible working environment:** We understand the benefits of flexible working conditions to meet the demands of your role, so we can accommodate a blend of working from home and office based.

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**Office culture:** Aside from a fully stocked sweet cupboard, we ensure you are well-stocked and have all the technology and equipment you need to perform at your best.

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**Company Car:** Base budget of £410 for Petrol, £431 for Hybrid and £513 for full electric. All budgets based on a 3 year 25,000 mile lease agreement.

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**Social events:** Work hard, play hard, we love to host regular Kensa parties for staff and their families, and in recent times when we haven't been able to get together in person, we do all we can to keep spirits high.

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**Growth:** Your development is important - we encourage and help with development including internal and external courses, learning, study, and software support, all bespoke to you.

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**Wellbeing:** Free 24/7 access to an independent and confidential Employee Assistance Programme for you and your immediate family.

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**Health:** Private Health Insurance available after one year of service.

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**Active:** Cycle to Work Scheme to help lower your carbon footprint whilst boosting endorphins and your health



# ROLE REQUIREMENTS



We are looking for an experienced BDM to develop our already strong relationships in the North of the Country. You will be focusing on the Non-Domestic Buildings in both the public and private sectors, experience of selling centralised and district heating plant between 500kW and 5MW is essential. The ability to consult with customers and provide a solution fit for purpose will be at the heart of the job.

## EXPERIENCE

- A proven technical sales track record within the H&V, renewables or building services industry.
- Demonstrable knowledge of medium scale renewable heating systems, as well as a good understanding of government policy.
- Well developed interpersonal and sales skills, with ability to influence decisions at all levels.
- Good knowledge of current government policy on climate change targets and financial policies put in place to support this.

## EDUCATION

- Ideally a degree-level education supported by further business or management qualifications (MBA).

## CHARACTERISTICS

- Approachable, adaptable and passionate about the renewable industry. First class customer service and CRM management. Desire to succeed, develop, manage & grow a sales pipeline that can deliver the growth aspirations of the company. Excellent consultative skills essential

## SKILLS

- Good ability to communicate both technical and commercial elements of the GSHP proposal.
- You will know how to develop new customers and create strong business relationships.
- Good communication skills are vital, including presentations to various audiences.
- Ability to manipulate data and integrate utilising formulas.
- Provide compelling arguments for the use of GSHP's in both commercial new build and retrofit applications
- You should understand traditional sales disciplines and customer care.
- Proactive approach to account/customer management.
- Be reliable, punctual and structure their own schedules to meet deadlines
- Be able to communicate to all levels of customer.
- You have a good understanding of the renewable industry and the routes to market.

# ROLE RESPONSIBILITIES

- Identify potential clients, make contact and arrange meetings. Present the advantages of using Kensa heat pumps and assist clients with identifying suitable projects.
- Gather as much information about the Local Market as possible, generating a working database of all known LA's, Architects, designers, key stakeholders and climate change managers in your area and focussing on working with consultants who are delivering upfront energy reports for PSDS clients.
- Engage in initial conversations with clients, architects and internal design meetings, ensuring follow-up actions are taken and full information is recorded.
- Interrogate and take off from drawings showing construction details including floor plans, layouts of existing heat and hot water infrastructure, site access, proposed heat pump locations and proposed borehole locations.
- Gather construction information about existing or planned developments using a variety of resources including architects plans, engaging with clients, online mapping, site surveys and project research to support the Estimating and Design Teams.
- Provide commercial CPD presentations to potential clients and specifiers.
- Prepare and submit feasibility reports and quotations for clients.
- Update quotations once detailed design and sub-contractor quotes are in to confirm project viability and cross check the assumptions made at initial pricing.
- Follow up quotations and understand barriers to project progression, providing solutions and evidence where necessary.
- Negotiation of contract and payment terms with clients.
- Convert quotations to order and manage hand over process to design and delivery teams.
- Review and maintain the sales pipeline and attend regular pipeline update meetings.
- Represent the company at sales orientated events, trade shows, conferences and the like.
- To be a positive ambassador of Kensa at all times.
- To work at all times in accordance with the company's Dignity & Diversity Policy.

## WORKBASE

This role will be home based but with the opportunity to work from the Bradford office. From time to time you will need to travel to the Exeter head office.

## REPORTING STRUCTURE

You will be reporting to the Non-Domestic Sales Manager.

# DETAILED DUTIES & RESPONSIBILITIES

- Working collaboratively within an industry leading sales team.
- Working with internal stakeholders to ensure that the voice of the customer remains a key priority.
- Managing your pipeline to build strong, supportive relationships with LA's, designers, architects, developers and national construction firms.
- Ensuring our CRM system process are being followed and used to the full potential.
- To manage and develop your own training needs with the support of your line manager.
- To work cooperatively and provide support as required for all team members within KCL and the the Kensa Group.
- To undertake training for company and personal development.
- To attend site meetings, CPD's, client meeting and KCL company meetings when required.
- To build a comprehensive knowledge of the PSDS and Salix funding, understand who is actively seeking funding, who has funding and who has projects coming up for tender.
- To build a comprehensive knowledge of Kensa products and to keep updated with changes in product design and application
- To build a comprehensive knowledge of competitor market and ranges.
- To have a thorough and methodical approach to gathering data from various sources.
- To have excellent knowledge of Excel, working confidently with various spreadsheets and undertaking data entry.
- Ability to manipulate and interrogate Excel utilising formulas.
- To be reliable, punctual and structure their own schedules to meet deadlines.
- Excellent communication skills are vital, including both written and verbal in English.
- Proactive approach to account/customer management.
- Ability to communicate technical, commercial and financial benefits and elements of GSHP proposals.
- Provide compelling arguments for the use of GSHP's in both commercial Retrofit and new build applications.
- To manage workload and prioritise responses accordingly.
- Support Line manager with monthly reporting and forecasting.
- To be a positive ambassador of Kensa at all times.
- To work at all times in accordance with the Health & Safety at Work Act 1974 and to follow all company procedures and guidelines which assist this.
- Whilst working at external sites comply with all on site health and safety procedures and guidelines applicable to that site.
- To work at all times in accordance with the company's Dignity & Diversity Policy.
- To undertake such other duties as may be required within the general scope of the job

This job description and benefits may be subject to change, in consultation with the postholder, in response to new circumstances.

Kensa are an equal opportunities employer and are committed to providing a working environment that is free from all forms of discrimination and where all employees are treated with dignity and respect.

Please see our Equal Opportunity, Dignity and Diversity Policy for further information.

**APPLY ONLINE HERE:**

**[Thekensagroup.com/kensa-job-vacancies](https://thekensagroup.com/kensa-job-vacancies)**

**OR SEND A CV AND A COVERING LETTER TO:**

**[jobs@thekensagroup.com](mailto:jobs@thekensagroup.com)**