



Kensa Contracting  
A KENSA GROUP COMPANY

# Business Development Manager Non-Domestic - South



# 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 Britain's 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 non-domestic GSHP sector, developing opportunities for the technology and working with clients to develop feasibility reports demonstrating the Kensa solution as the best value proposition for the replacement of fossil fuels in both new build and existing non-domestic buildings.

This role comes with the opportunity to develop your area in this exciting period of growth, increasing Kensa's sales pipeline and subsequently securing both JCT and NEC contracts via various means including, contacting new clients, delivering CPDs and presentations on the benefits of ground source heat pumps to a wide range of stakeholders including Commercial Developers, local authorities, consultants, M&E Engineers, Architects and representing Kensa at trade shows.

You will lead on the development of your area to identify potential projects, deliver CPDs, having technical client meetings, producing initial feasibility reports, and working alongside the Technical Sales manager to develop the process from design order to final fixed quotations.

You will be the face of the company and most people's first encounter with Kensa. Your ability to develop successful working relationships with a wide range of organisations will be key to success in this role.



# ROLE BENEFITS

To facilitate your success as a Business Development Manager Non-Domestic, 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 deployment of a 21st century equivalent to the UK gas network, ensuring millions will benefit from cleaner air, improved home comfort all year round and above all, affordable heating and cooling.

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. The opportunity to join the UK's leading GSHP brand with predicted 2023 market share of 60%\* cannot be understated. With a unique client proposition, support from industry pioneers and continued growth expected, there will never be a better time to join the team.

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**Competitive salary:** £50,000 - £55,000 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 30 days 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.

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**Office culture:** We always have an open office policy for those who prefer to work within an office environment, we ensure you are well-stocked and have all the technology and equipment you need to perform at your best.

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**Social events:** Work hard, play hard, we love to host regular Kensa parties for staff and their families.

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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.

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# ROLE REQUIREMENTS

We are looking for an experienced Business Development Manager to support growth of Contracting Sales across the Southeast of England. You will be focusing on the Non-Domestic markets in both the public and private sectors, in retrofit and new-build. Experience of selling heat pump solutions is not critical, but would be an advantage to the successful candidate in order to hit the ground running. The technical ability to consult with customers and support the sales process will be at the heart of your job.

## EXPERIENCE

- A proven business development track record, ideally within the HVAC, renewables or building services industry.
- Demonstrable knowledge of renewable heating systems, as well as a good understanding of the regulatory background and the subsidy schemes.
- Well-developed interpersonal skills with the ability to operate at board level, act in an influential manner and contribute an expert and considered opinion which demands respect amongst peers.
- A well-established track record of delivery with a particular focus on innovative schemes which require collaboration with multiple partners and are characterised by lengthy gestation periods.

## EDUCATION

- Ideally degree level education or equivalent work skills-based qualification.

## CHARACTERISTICS

- Good attention to detail.
- Ability to work to deadlines.
- **Enthusiastic with a "can-do" attitude.**
- Fast learner, with the ability to grasp technical concepts quickly and convert these into cohesive sales messages to technical and non-technical people alike.
- High energy, self-motivated, with the ability to work both unsupervised and as part of a team.

## ESSENTIAL SKILLS

- Good ability to communicate both technical and commercial elements of the GSHP proposal and installation.
- Good written and verbal communication skills are vital, including presentations to various audiences.
- Provide compelling arguments for the use of GSHP's in both commercial new build and retrofit applications.
- You should understand the full sales cycle and sales techniques.
- Proactive approach to account/customer management.

## DESIRABLE SKILLS

- Good knowledge of the full sales process in contracting Sales.
- A demonstrable track record of proven Sales growth.

# ROLE RESPONSIBILITIES

To further develop and increase Kensa Contracting's market across the Southeast of England 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 people including developers, consultants, M&E engineers, architects; helping clients identify potential projects; representing Kensa at meetings with local and central government e.g. council planning departments & representing Kensa at trade shows and Government sponsored events.

The intention is that the post holder will generate leads for projects in the form of completing feasibility studies for the clients, these would then be progressed to design orders and full orders. Once the client interest is at design order level, this would be passed to the technical sales manager for the next stages.

It may be necessary for the postholder to support the Technical Sales Manager to produce estimates for GSHP systems and prepare bids for tender opportunities including managing the submission of pricing and technical evaluations along with supporting evidence.

You will be the face of the company and most people's first encounter with Kensa. Your ability to develop successful working relationships with a wide range of organisations will be key to success in this role.

**Functional links with:** New and existing clients, developers, consultants, M&E engineers, architects, main contractors, M&E contractors, construction companies, distributors, installers, local and central government officials, other business contacts, suppliers and colleagues.

## Duties and Responsibilities

- To identify potential clients (e.g. developers, commercial building owners) and their key decision makers, make contact and arrange meetings. Present the advantages of using Kensa Contracting's offer to help the client identify suitable projects.
- To identify key influencers (e.g. M&E engineers, consultants, architects), make contact and arrange CPD presentations to present Kensa's innovative GSHP solutions. Then work with these people to identify suitable opportunities for Kensa.
- Ensuring follow-up actions are taken and full information is recorded.
- Responding to questions and requests for further information as they arise.
- Represent Kensa at trade shows, exhibitions, conferences, industry events and Government sponsored events to generate further business development opportunities.
- Represent Kensa at local and central government meetings and events, ensuring that GSHP remain a key part of future Government thinking and Kensa's solutions are included within future policy documents.
- Take responsibility for the company's CPD presentation (in conjunction with the marketing team) to ensure it remains up-to-date with all latest relevant policy announcements and product development.
- Generate leads for projects and work with the Technical Sales Manager and other colleagues (e.g. estimating, design) as necessary to develop project proposals.
- Increase Kensa's client base within the South of England.
- Identify new methods and opportunities for sales campaigns within the South of England and contribute to national campaigns as necessary.
- Monthly reporting to Technical Sales Manager to contribute to sales reports to the company board meeting.
- To actively and positively contribute to any appraisal process and to follow up agreed actions.
- To remain 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.
- To work at all times in accordance with the company's Dignity & Diversity at Work Policy.
- To undertake such other duties as may be required within the general scope of the job.

## WORKBASE

This role will be home based within the area with frequent travel to client sites and occasional travel to Kensa Offices in Bradford, Exeter, and Truro.

## REPORTING STRUCTURE

You will be reporting to the Technical Sales Manager.

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)