

Business Development Manager

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Company: H.B. Fuller

Location: Nairobi

Category: other-general

H.B. Fuller is a leading global adhesives provider focusing on perfecting adhesives, sealants and other specialty chemicals across all industries throughout the world. While our products are virtually invisible, they play a vital role in ensuring the quality of modern life and we are committed to connecting what matters to solve some of the world's biggest adhesion challenges.

POSITION OVERVIEW

The Business Development Manager is responsible for growing market share profitably in defined strategic markets and accounts. The job focuses on all H.B. Fuller business segments in Eastern Africa, excluding Beverage Labeling. These includes Hygiene (non-woven), End of line applications, Flexible packaging, paper converting, Graphic arts, packaging makers among others.

This role involves engaging the customer to understand and anticipate their needs and providing solutions that meets customers' requirements. The role will provide competitive advantage to H.B. Fuller through the focus provided on getting plans developed and executed in the market as aligned with various stakeholders. The BDM will be well aware of and experienced at navigating complex decision-making processes experienced today inside large global accounts.

As BDM you will be a key contributor to the Hygiene, Health and Consumable GBU. A significant portion of your time and effort (estimated at around 50%) will be spent in the field visiting customers tactically executing the plan to maintain and improve operations within existing accounts and convert / win new accounts.

The BDM will be expected to evaluate new business opportunities and promotes the H.B. Fuller value proposition of technologies, products, and services in line with the business strategy and marketing initiatives. The BDM drives and supports the launch of new products and solutions across East Africa in collaboration with various segment leads and Business Manager.

The BDM will act as the expert of the segment/s when it comes to product performance and value delivered at the customer's.

The Business Development Manager will often be required to make presentations on products and services that meet or help develop the clients' future needs.

He or she will act as a consultant to all stakeholders in order to develop an understanding of industry trends, and market forces affecting the business and product needs. The BDM will achieve the above following the HB Fuller Sales Process and Value Selling methodology.

PRIMARY DUTIES

Profitably grows market share through acquiring new business at new customers and new applications at existing accounts Meets annual budget growth objectives by closing qualified new business opportunities Maintains a healthy new business pipeline of new opportunities in line with the annual growth plans Skillfully utilizes the H.B. Fuller sales process to find, qualify and close new business. Sells at optimum value and margin to meet agreed profit targets.

Maintain business in existing accounts Develop trusting and productive relationship with the key decision makers in the account. Is able to develop relationship maps and maintain in SFDC under contact records. Understands market trends and offers solutions to customer's ensuring expectations are met. Collaborating with the customers to review the business performance during formal business review meetings. Gathers business intelligence to understand possible threats and mitigates the same. Collaborating with global teams to grow and maintain the business segment (s).

Manages activities related to identifying new business opportunities: Is technically independent and competent enough to manage running own technical demonstrations- and able to produce technical reports. Manages own time by focusing efforts on the blue chip opportunities. "Opens the door" at potential customers, develops and explains the H.B. Fuller value proposition. Helps customers to select appropriate products for various applications. Ensures customers are fully aware of value delivered. Evaluates and

establishes relationships with potential partners, such as application equipment providers, OEMs, Industry associations to achieve a deeper market penetration. Evaluates customer requirements within the overall context of the market, i.e. applicability of similar products and projects for other customers. .Support opportunities related to regular business and support successful closure

Develop and improve value offering
Capture customer requirements (VOC) and help translate them into value propositions
Collect data supporting value propositions at customers
Monitor and document the offered values in continued business
Ensures customer projects are on time and on budget.

Work on Product Portfolio :
Manage product program in the segment and define the GOTO product portfolio
Completes detailed customer requirements with appropriate business to ensure understanding of requirements and CTQ's as necessary for R&D / Technical Service
Capture trends from industry and translate them into new product or service developments and innovative offerings.
Propose and lead suggested price positioning in the segment in cooperation with business manager. Support product complexity reduction exercise lead by Marketing.

Interaction and communication with internal stakeholders

Seeks input from SAM's , Business colleagues and sales to develop segment strategy

Partners with all stakeholders to establish priorities, service levels and expected deliverables.

Provides, summarizes, analyses and processes relevant customer and market information using SFDC and other information sources.

Coaches and influences senior sales colleagues

Partners with Marketing, Technical Department and R&D to ensure voice of the customer is received and acknowledged in the HBF R&D pipeline and all related internal support.

Provides supporting resources & intelligence to sales teams to respond to customer's requests

Expertly communicates across the business on all internal and external activities, in line with the strategic plan. Provides regular updates to all stakeholders

Is aware of the forecasting

Partners with an expert colleague from the Technical Department on specific issues

BUDGETARY/FINANCIAL ACCOUNTABILITY

The Business Development Manager is responsible to grow the business in selected strategic accounts according set budgets on defined markets.

KEY METRICS

Sales Budget.

Profitability measured as percent (%) contribution margin.

Guarding existing accounts and growing new accounts.

Creating solid pipeline for business continuity and growth

Minimum Requirements

Master's degree in Business, Marketing or Technical with postgrad marketing (or equivalent through experience)

Proven track record of successful market development with a minimum of 5 years technical sales experience.

Strong driver for results and success. Shows passion for the role.

Expert in the value selling process with good understanding of B-2-B selling process.

Ability to harness and manage important business relationship.

Outstanding commercial and communication skills at all levels of contacts: Executive, Middle Management, Production floor

Understanding of basic financial metrics such as Operating Profit, Margins and Working Capital

Strong oral, presentation and written communication skills

Good analytical capabilities linked to good strategical thinking skills.

Significant industry standing. Considered an expert in technical Adhesives

Excellent listening skills

Excellent computer literacy

Fluent in English language, with other additional European languages a plus

Ability to work in a team with different cultures and nationalities

Ability to lead, influence and motivate the internal cross functional team to achieve business goals

Intimate knowledge of the support functions

Ability to work in a fast and changing environment

Disciplined work approach with good reporting skills

Ability to travel with region - between 50-60% time

Ability to acquire knowledge of adhesives performance and applications of product range within 6 month period

Ability to work from a home office

High ethical standards – must meet HBF Minimum

PREFERRED QUALIFICATIONS

Selling/marketing or technical experience with industrial multi nationals

Ability to lead and influence internal stakeholders in any function

Willingness to move to different countries to work

Experience in more than one market/application/geography

Experience in selling adhesives into multinational companies

Fluency in English and Swahili – French would be an added advantage.

To all recruitment agencies: H.B. Fuller does not accept agency resumes unless directly engaged by Human Resources. Please do not forward any resumes to Human Resources or any employees. H.B. Fuller is not responsible for any fees related to unsolicited resumes.

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