

New Business Manager

Job Level	3	Kornferry Function	
Directorate	Finance and Social Enterprise	Function/Service	Red Cross Training
Direct Reports	0	Indirect Reports	0

Our Leadership Framework defines the leadership standards we want to see at the British Red Cross. It shows what great leadership looks like. Our goal is to create a great workplace and deliver excellent services to our users. [Our Leadership Framework - RedRoom](#), along with [Our values and behaviours - RedRoom](#) and Fundamental Principles, helps everyone understand how the leadership capabilities relate to their role and context.

Diversity is something we celebrate, and we want you to be able to bring your authentic self to the British Red Cross. We want you to feel that you are in an inclusive environment, and a great position to help us spread the power of kindness. You can read more about [Equity, Diversity & Inclusion \(EDI\) at the British Red Cross - RedRoom](#) here.

Purpose	Reporting to the Sales Manager, the New Business Manager is responsible for driving revenue growth by winning new business, developing high-potential accounts, and converting qualified opportunities into long-term customer relationships. Owning the full sales cycle from prospecting and needs analysis through to negotiation, onboarding, and handover, they build a strong pipeline and deliver against ambitious sales targets.		
Budgetary responsibility/ accountability		Accountability for other resources	
Key Responsibilities	<u>Role Delivery</u> 1. Identify, develop, and secure new business opportunities, creating accounts with strong long-term revenue potential and ongoing spend. 2. Convert qualified appointments and self-generated leads into new customer accounts, achieving agreed sales and revenue targets. 3. Deliver a targeted number of customer meetings, presentations, and proposals that effectively communicate the value of Red Cross Training's products and services. 4. Manage the full sales cycle from initial engagement through to negotiation, contract agreement, onboarding, and handover for service delivery. Negotiate and close new business agreements while ensuring a smooth transition from sale to onboarding and service delivery. 5. Maintain an accurate pipeline of qualified opportunities, including tenders, using digital tools such as CRM and Power BI to monitor activity, forecast revenue, track customer spend, and identify growth opportunities to achieve targets. <u>Administration and Reporting</u> 1. Utilise contact reports, spreadsheets, Power BI, and other business intelligence tools to monitor new business performance, analyse conversion rates, identify market opportunities, and support the delivery of sales targets. 2. Maintain and manage all prospect and customer activity within HubSpot CRM, ensuring accurate records of communications, opportunities, pipeline progression, and sales forecasting. 3. Collaborate with internal teams, including Appointment Generation, Customer Success, Operations, and Product Specialists, to develop effective solutions that meet customer requirements and support successful new business acquisition. 4. Provide monthly reports on new business activity, sales performance, pipeline health, conversion metrics, revenue forecasts, and key market insights to support business planning and decision-making.		

	<i>The responsibilities described are not a comprehensive list and additional tasks may be assigned from time to time that are in line with the level of the role.</i>
Knowledge & Skills	• Thorough knowledge of the full sales cycle, from prospecting and lead qualification through to proposal development, negotiation, closing, and onboarding of new customers. • Organised & Efficient: Proven organisational and time management skills, with the ability to effectively manage a busy new business pipeline, prioritise opportunities, and consistently progress prospects through the sales process.* • Excellent presentation, influencing, and negotiation skills, with the ability to communicate value propositions effectively and secure profitable new business agreements.* • Strong commercial awareness and attention to detail, with the ability to identify, qualify, and capitalise on new business opportunities across a range of sectors and markets.* • Resilience: A proactive, self-motivated, and resilient approach to business development, with the determination to overcome objections, maintain momentum, and achieve sales targets.* • Strong prospecting, questioning, and consultative selling skills, with the ability to understand customer needs, build rapport quickly, and convert opportunities into long-term customers.* • IT literate, including Microsoft Office applications, Excel, Power BI, HubSpot CRM (or equivalent CRM systems), and other sales enablement and reporting tools.*
Experience	• Proven new business sales experience gained through face-to-face and virtual customer engagement, with a strong ability to build relationships and win new accounts.* • Demonstrable track record of achieving and exceeding sales and revenue targets in a competitive, target-driven environment.* • Experience of developing compelling proposals, preparing quotations, and negotiating commercial agreements to secure new business.* • Working knowledge of contracts, procurement processes, and tender submissions.* • Experience of selling training, service, or solution-based products, with the ability to identify customer needs and deliver tailored recommendations.* • Experienced in using CRM systems and digital tools to manage sales pipelines, track targets, and drive revenue growth.* • Experience of working with lead generation or appointment setting teams, maximising qualified appointments and converting opportunities into revenue-generating customers.
Additional requirements	• Uphold the Fundamental Principles of the Red Cross and Red Crescent Movement and work in accordance with the Society's Equal Opportunities and Health and Safety policies. • Work collaboratively as part of the Red Cross Training sales team, undertaking additional duties within the scope of the role as required and supporting the delivery of new business, revenue, and growth objectives. • Contribute to the maintenance and continuous improvement of ISO 9001 and ensuring high levels of quality and customer service. • Proactively engage with prospective customers through face-to-face meetings, Microsoft Teams, email, and telephone contact to generate new business opportunities and achieve sales targets. Travel and occasional overnight stays may be required.

Pre Engagement Checks Highlight bold as required	
DBS- England & Wales	Adult/ Child/ Adult & Child Workforce/ None
PVG- Scotland	Adult/ Child/ Adult & Child/ None
Access NI- Northern Ireland	Vulnerable Adult/ Child/ Vulnerable Adult & Child/ None
Driver Check	Yes/No
<u>International Roles Only</u>	
International Police Check	Yes/No

International Driving Licence for manual cars	Yes/No
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Role Reference		Review Date	
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We guarantee an interview to disabled candidates (as defined in the 2010 Equality Act), who meet the minimum shortlisting criteria in the advertised person specification and apply under the disability confident scheme.