



VDC TRADING LIMITED, VDC HOUSE, 4 BRANDON ROAD, KINGS CROSS, LONDON N7 9AA, ENGLAND
TELEPHONE: +44 (0)20 7700 2777 FACSIMILE: +44 (0)20 7700 3888 EMAIL: sales@vdcctrading.com WEBSITE: www.vdcctrading.com

Job Description

Position Title: International Business Development Manager, Marine

Core Job Description:

VDC are the market leaders in the field of supplying and supporting the Professional Audio, Video and Broadcast, Marine and Construction industries with cables, connectors and related ancillaries, including bespoke and turnkey solutions.

Market research and direct experience have both highlighted significant growth opportunity for the company's portfolio within the Superyachts markets. Considerable success has already been enjoyed supplying yards such as Amels, Lurssen, De Vries, Royal Huisman etc.

The business focus is oriented around exceptional product quality, performance, outstanding customer service and support from the organisation's London HQ. This combination has led to revenue growth of over 40% from existing international clients and distributors in recent years.

Building on this success, a prestigious client list (such as BBC, Abbey Road etc.) and impressive set of case studies from the top-end A/V installations market, VDC would like to capitalise on its unique position and are seeking to recruit an International Business Development Manager, Marine for the generation and development of new and existing business opportunities with international clients, focused on the high end leisure Marine market.

The successful candidate will be a consummate and credible international business development professional with particular knowledge of the high end leisure Marine market, who will facilitate the realisations of VDC's global aspirations. Responsible for their own lead generation, appointment setting, proposal development and presentation, the candidate will manage pro-actively the Marine International Business Development process for VDC.

The core of the role includes all aspects of the business development and international sales process, but in particular to prospect and network to create and realise a pipe-line of new business, and to further build on existing success in place for the above mentioned yards.

In addition the following is of great importance:

- The ability to gain a rapid understanding of VDC, culture and goals
- Stakeholder management

Key Responsibilities & Tasks:

- Profile and target new customer opportunities from which to develop new revenue streams.
 - Research new opportunities and manage the company's entry and development strategy for the Superyacht markets.
 - To present VDC to potential clients through visits, direct communication and by networking at conferences, workshops and exhibitions.
- Delivery of sales revenue objectives with new clients (and a few existing accounts), working to individual monthly targets and KPIs.
 - Through on-going relationship building, presentations and new product introduction, update and "sell" clients on beneficial product developments.
 - Develop and implement key customer account plans



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- To develop clients to key account status (50% or more of total available spend)
- To generate leads through market and client research
- To monitor competitor activity and market dynamics
- Negotiate and close business to exceed targets, engaging multiple stake-holders (internal and external) in the sales process.
- Recognise and recommend improvements to existing processes, marketing activities and product portfolio in order to improve revenue performance from the sector.
- Produce regular reports and business updates as required.
- Complete tasks requested by the Managing Director in support of the business.

Essential Skills and Experience:

- Proven track record in technology solution sales / business development within the relevant sectors. It is likely that the successful candidate will have existing relationships with a number of business sectors active in the Marine "Leisure" market.
- Ideally minimum of five years' experience of sales and new business development within the relevant technology sectors.
- Proven track record of delivering results.
- Ideally familiar with the Superyacht market place (in Netherlands, Germany, etc).

Person Specification:

- Sales / Business development / Management or related degree.
- Ability to communicate effectively and fluently in English, writing and presenting winning proposals at senior client levels.
- A working knowledge of additional languages would be beneficial.
- Customer oriented, self-disciplined, results focused with a "can-do" attitude.
- Strong team player with excellent interpersonal skills.
- Cultural sensitivity.
- Understanding of and the ability to facilitate sales processes.
- Strong detail orientation.

Position details:

Title	International Business Development Manager, Marine
Salary	TBC + 50% OTE
Location	TBD (Rotterdam?)
Flexibility	Willing to travel [20-50%] to attend client meetings, trade events etc
Job type	Permanent
Reports To	Managing Director
Reports In	None
Reference	www.vdcctrading.com and www.van-damme.com