

Position Description

Position: Asia Pacific Business Development Manager (APAC BDM)
Department: Sales
Reports to: Global Business Development Manager
Direct Reports: None

<p>Role Purpose</p>	<p>The Asia Pacific Business Development Manager Role (APAC BDM) is a sales leadership position within Enatel; supporting the Global Business Development Manager with the sustainable growth of Enatel’s motive division in APAC in the following market segments: Ground Support Equipment (GSE), Material Handling Equipment (MHE), and Off Highway Equipment (OHE). This role requires a willingness and ability to travel internationally to support sales and marketing efforts.</p>
<p>Key Success Outcomes</p>	<ul style="list-style-type: none"> • Assist with the development and execution of the APAC Sales and Marketing Strategy. • Consistently meet or exceed revenue, margin, and profitability goals through effective sales strategies, market expansion, and customer retention efforts within the APAC market. • Build, manage, and maintain a robust sales pipeline, ensuring CRM and Sales Pipeline systems are consistently updated. • Work effectively cross-functionally to deliver beneficial outcomes for Enatel and customers. • Contribute to a high-performance sales team culture by aligning with Enatel’s values and promoting collaboration, morale, and professionalism. • Work collaboratively to deliver beneficial results for Enatel and its customers, aligning efforts with broader organisational goals. • Act in accordance with Enatel’s Values and Code of Conduct, maintaining ethical standards and upholding the company’s reputation. • Able and willing to travel internationally to support Sales and Marketing strategy.
<p>Key Internal Relationships</p>	<ul style="list-style-type: none"> • Enatel Senior Leadership Team • Sales • Marketing • Technical Services Hub • Sales Operations
<p>Key External Relationships</p>	<ul style="list-style-type: none"> • Prospects and Customers • Channel Partners and Distributors

Key Requirements

Accountability Area	Desired Outcome/Achievement Indicators
Sales Strategy & Planning	<ul style="list-style-type: none"> • Consistently meets or exceeds revenue and profitability goals by driving effective sales strategies. • Creates and implements sales plans aligned with growth objectives and Enatel's APAC Sales Strategy, focusing on market expansion and customer retention. • Works closely with the Technical Services Hub and Marketing to deliver tailored solutions and support for customers and channel partners. • Provides reliable sales forecasts by analysing data, market trends, and pipeline metrics, ensuring informed decision-making and strategic alignment. • Builds strong relationships with customers and channel partners, offering solutions that align with their needs and drive long-term growth. • Keep Enatel's CRM and Sales Pipeline systems up to date to ensure accurate reporting and effective tracking.
Negotiation	<ul style="list-style-type: none"> • Present tailored solutions to end-users and prospects during customer meetings and events. • Negotiate effectively to achieve mutually beneficial agreements with customers and channel partners. • Support international APAC sales efforts through direct engagement and collaboration. • Presentations to end-users and prospects at customer meetings and events. • Create strong, win-win agreements that foster long-term partnerships.
Market Analysis	<ul style="list-style-type: none"> • Monitor market dynamics, including customer and competitor activities, to recommend relevant strategies. • Research and identify new market opportunities and provide actionable recommendations to the Sales and Marketing teams. • Work closely with the Marketing team to align strategies with market insights.
Communication	<ul style="list-style-type: none"> • Ensure full and transparent communication with internal and external stakeholders. • Stakeholders are consistently informed and engaged. • Collaborate effectively with cross-functional teams to deliver beneficial outcomes for customers and Enatel. • Share updates, progress, and insights with the team to foster alignment and drive results.
Leadership	<ul style="list-style-type: none"> • Lead by example to contribute to a high-performance sales culture. Foster team morale by celebrating wins and promoting a collaborative environment. • Act in accordance with Enatel's Values and Code of Conduct to uphold ethical leadership standards. • Positively contributions to team dynamics and company culture.

	<ul style="list-style-type: none"> • Integrity and professionalism in all business dealings, ensuring Enatel's reputation is upheld.
Customer Focus	<ul style="list-style-type: none"> • Customer-first mantra; excels at solving customer problems with win-win outcomes. • Dedicated to meeting the expectations and requirements of internal and external stakeholders. • Deliver tailored solutions and support that align with customer needs. • Establishes and maintains effective relationships with customers and gains their trust and respect.

Other duties:

- Maintains a behaviour consistent with company values and manages activities which both optimises and remains within agreed expenses budget.
- Perform any other tasks as required by your Team Leader and/or the business.
- Contributes to the achievements of department goals and objectives.
- Contribute to ensuring that Enatel's information systems are keep up-to-date and accurate at all times.

Health & Safety:

- Ensures compliance with all Health and Safety requirements and that all Company health and safety policies are implemented. This includes ensuring any site safe risk assessments are provided to or carried out by Enatel when off site, as well as ensuring The Employee keeps themselves safe while travelling domestically or abroad, in accordance with all Enatel H&S and Company Policies.
- Maintaining a safe and clean working environment by complying with Enatel Policy and Procedures.
- Leads by example in all matters relating to Health & Safety.

Environmental:

Enatel is committed to minimising the environmental impact of our operations and products.

- Ensuring Environmental policies and processes are followed.

Person Specification:

	Essential	Desirable
Competencies	<ul style="list-style-type: none"> • Functional/Technical Skills - has the functional and technical knowledge and skills to do the job at a high-performance level. • Action orientated – Driven to achieve successful outcomes for Enatel. • Process Management – Able to follow company processes and contribute to process improvement where necessary. • Learning Agility and Change – Willing and able to adapt to new markets, products, environments and processes. • Problem Solving – Able to demonstrate problem solving abilities to deliver beneficial outcomes for customers and Enatel. • Integrity and Trust – is seen as a direct, truthful individual; is widely trusted. • Ethics & Values - Has an appropriate and effective set of core values and beliefs and always acts in line with those values. 	

	<ul style="list-style-type: none"> • Drive for Results – can be counted on to achieve and exceed set goals and targets 	
<p>Skills, Experience & Knowledge</p>	<ul style="list-style-type: none"> • Initiative: Proactively identifies new business opportunities, demonstrating a safety-first approach in all activities. Consistently takes action to drive growth while maintaining professionalism and integrity. • Influencing: Demonstrates the ability to influence key decision-makers and stakeholders through persuasive communication and relationship-building, aligning client needs with the company's Strategic vision to drive business success. • Negotiation: Skilled in negotiating contracts and agreements, displaying excellent analytical and problem-solving skills to ensure mutually beneficial outcomes. • Has the ability to resolve issues quickly and effectively during negotiations. • Communication: Excellent verbal and written communication skills, with the ability to clearly articulate solutions to clients and internal teams. Able to influence key stakeholders, build relationships, and foster trust with customers and peers. • Sales: Proven ability to generate leads, manage a sales pipeline, and close deals within a manufacturing context. Patient and committed, with a strong focus on team success and individual performance. • Commercial Acumen: Strong decision-making and problem resolution abilities, leveraging technical expertise to assess opportunities and risks. • Time Management & Organisational Skills: Exhibits excellent organisational and time management skills, able to juggle multiple activities while keeping a sharp focus on priorities. • Technical Knowledge: Strong understanding of technical and electronics principles, particularly in industries such as battery manufacturing and electronics, with the ability to apply this knowledge to improve product solutions and strengthen customer relationships. • Teamwork: Collaborating effectively with the team and colleagues across departments to achieve shared goals. Fosters a positive and cooperative work environment while encouraging open communication and mutual support. • Systems: Proficient with Microsoft Office applications to prepare presentations, reports, and sales materials. Experience with HubSpot or similar CRM and sales pipeline tools is highly beneficial for managing customer relationships and tracking sales progress. 	
<p>Qualification / Licenses</p>	<ul style="list-style-type: none"> • Minimum 5 years' experience in similar role and industry. • Able to travel globally without restriction • Driver license 	<ul style="list-style-type: none"> • Applicable tertiary qualification or demonstratable experience would be an advantage