

Job Description

Position	Sales Director
Team	Business Development (BDV)
Responsible Director/SVP	General Manager - WAML
Responsible Line Manager	VP Asset Management Services

Summary of Role
<ul style="list-style-type: none"> ▪ The primary responsibility of the Sales Director (SD) role is to increase the volume of 'New Business' revenue across the WAML service platform, by developing target customers, progressing valid opportunities and securing new business revenue streams in a timely and efficient manner. The key objective of the SD role is to create long term financially beneficial relationships for both WAML & the customer that leads to predictable income streams. ▪ The SD will engage with all relevant areas of the WAML organisation in the process of winning business and act as project manager through all stages of the sales process from origination to contract, maintaining responsibility for timeliness and effectiveness of the opportunity progression. ▪ The role will be heavily customer facing, and therefore the SD will be an external ambassador of WAML and the wider Willis Group, its brand, ethics and business vision at all times. ▪ The SD will utilise the WAML CRM as the central tool for all information, opportunity management and reporting. ▪ The SD role requires frequent business travel.

Principal Responsibilities and Activities:

Area of activity	Responsibility
Business Development: General	<p>The SD will:</p> <ul style="list-style-type: none"> ▪ Be responsible for the sales of ALL WAML Products and Services to a targeted global client base comprising of Airlines, Lessors, MRO, OEM, Investors and Financial institutions. ▪ Have direct input to the WAML Annual Operational Plan and be accountable for the delivery of specific sales revenues as agreed with VP Asset Management Services / General Manager, to ensure WAML business growth. ▪ Be responsible for the development of selected target customers as defined by the BDV team. ▪ Develop relationships with the WLFC regional sales representatives and work closely with each to support the origination process and development of specific opportunities with existing WLFC customers within each region. ▪ Develop individual sales opportunities based on a tailored approach to aligning client needs and WAML products and services. ▪ Move target clients through the sales process and update the CRM system accordingly to ensure all opportunities are appropriately managed and reflective of current status. ▪ Convert leads/opportunities into revenue generating business in a timely manner.

Area of activity	Responsibility
	<ul style="list-style-type: none"> ▪ Create customer presentations, proposals and any other related sales materials in order to effectively win business.
Business Development: Technical	<ul style="list-style-type: none"> ▪ Respond to customer enquiries for new business. ▪ Fully understand all services provided by WAML and all product types covered. ▪ Work closely with consultancy and Willis Engine Repair Centre management team to ensure opportunities are transitioned appropriately to the delivery team.
Business Development: WLFC and WASI opportunity support	<ul style="list-style-type: none"> ▪ Identify any opportunities for engine leasing (for engine models/products in the WLFC portfolio) and obtain basic information to pass on to the relevant regional WLFC rep. ▪ Identify any opportunities for engine acquisitions/sales and obtain basic information to pass on to the WLFC trading group. ▪ Identify any opportunities for piece part sales or other inventory and obtain basic information to pass on to the relevant WASI representative(s). ▪ Ensure any key market intelligence is shared with relevant Willis departments/personnel in timely manner. (The role requires distribution of market intelligence to relevant parties but should not be seen as managing the data)
Customer Relations / Development	<p>The SD will be required to develop target customers to the point of becoming repeat business customers (“Developing Accounts”) that can then subsequently be handed over to the operations team for ongoing relationship and opportunity development in order to convert to longer-term “key” accounts.</p> <p>The SD will therefore be responsible for:</p> <ul style="list-style-type: none"> ▪ Development and transition of new business customers into “Developing Accounts”. ▪ Supporting the consultancy and Willis Engine Repair Centre management team to maintain relationships with customers during the transition process and ensure WAML is meeting required standards and contractual requirements. ▪ Initiating, leading and participating in regular meetings with the appropriate business units and management teams to ensure maximisation of cross group sales with existing clients.
Contracts	<ul style="list-style-type: none"> ▪ Leading negotiations with clients on all new business opportunities. ▪ In conjunction with the WLFC legal team, preparing and maintain contracts in accordance to the relevant procedures/templates. ▪ Ensuring compliance with all appropriate KYC process requirements prior to execution of any new business contracts. ▪ Managing the document execution process with relevant customer and WAML signatories as necessary.
Strategic/Tactical Marketing & Campaigns	<ul style="list-style-type: none"> ▪ Providing input into, plan and deliver industry campaigns, promotions & messages at relevant events. These promotions may range from remote electronic marketing (mailshots, advertising, press releases etc) through to public speaking and/or services promotion at industry events. ▪ Actively seeking out and gathering market intelligence considered of benefit to the company when travelling and conducting company business. ▪ Ensuring that all market intelligence is disseminated appropriately and assigned to the relevant areas of the CRM. ▪ Able to apply market intelligence to propose new strategic service development within the business to capture potential new markets. ▪ Ensuring that all proprietary or market sensitive company information is treated with the appropriate level of confidentiality and discretion both internally and externally.

Area of activity	Responsibility
	<ul style="list-style-type: none"> Provide input and direction to the marketing team in support of all ongoing or new marketing activities, including digital and print media content, advertising, branding, corporate gifts etc
Business Travel / Reporting / Expenses	<ul style="list-style-type: none"> Undertaking business travel relevant to target clients, specific opportunity development & attendance at industry events. Completing and distributing visit reports to the relevant internal distribution and uploading to the CRM system following each trip. Filing expenses in a timely manner accordance with the corporate credit card provider system on a monthly basis.
Meetings, Reporting & CRM	<ul style="list-style-type: none"> Attend & participate in all relevant internal company meetings as required: Preparation and chairing of weekly and monthly business development forums. Monitor and maintain the WAML CRM database on a day-to-day basis.

The Post holder will be expected to carry out any other duties allocated that are appropriate to the grade and nature of this post.

Job Descriptions will be reviewed and discussed annually in line with the Staff Appraisal Scheme.