



Job Title: Business Development Executive

Job Description:

We are seeking a proactive and customer-focused Business Development Executive to manage and grow Klaxon's UK customer accounts. This hands-on role centers on driving revenue growth through direct customer engagement, distributor relationship management, and close collaboration with sales teams to maximize market opportunities.

Key Responsibilities:

- Drive revenue growth across the UK customer base through a two-step sales model, working closely with both direct customers and distribution partners.
- Manage and nurture relationships with UK distribution partners, identifying sales opportunities and supporting them through product training, marketing activities, and ongoing support.
- Collaborate with the UK Texecom sales team to raise awareness of Klaxon products among UK installers and drive increased sales through distribution channels.
- Identify and develop new business opportunities across various UK market sectors.
- Act as the day-to-day point of contact for customer inquiries via email, phone, and Microsoft Teams, ensuring timely and accurate responses.
- Provide knowledgeable product recommendations tailored to customer needs.
- Maintain accurate CRM records by logging key customer interactions and qualifying sales opportunities for follow-up.
- Support sales administration by managing communication flow and advising on appropriate referrals or next steps.
- Provide cover for key customer contacts during holiday periods to ensure continuity.
- Continuously expand product and industry knowledge through training and independent research.
- Build and maintain strong relationships with a global customer base, demonstrating cultural sensitivity and professionalism.
- From time to time, visit customers in person and attend industry events and exhibitions to promote Klaxon products and build relationships.
- This is a desk-based role based at Haslingden with flexibility for two remote working days per week. Initial training includes one week at Haslingden and one day at the Delph site.

Deliverables:

- Participate in weekly update meetings with the Head of Department to review customer interactions and focus areas.
- Prepare CRM reports and review key sales opportunities for qualification and follow-up.
- Monitor customer feedback and satisfaction levels.
- Maintain a target response time of under 24 hours to all customer inquiries, either through direct responses or referrals.



- Ensure strict compliance with anti-corruption legislation and company policies.

Key Skills & Qualifications:

- Basic electrical knowledge (GCSE-level electronics qualification preferred).
- Proven customer service skills with experience in sales or account management, ideally in digital or face-to-face environments.
- Proficient in Microsoft Office applications; Salesforce experience is a plus but not essential as training will be provided.
- Excellent verbal and written communication skills in English.
- Knowledge of the Fire and/or Safety sector is advantageous.

Personal Characteristics:

- Motivated, independent, and proactive in managing customer accounts.
- Calm, professional, and approachable with a positive attitude.
- Committed to continuous learning and personal growth.
- High integrity with strong ethical standards.