



**Bia Analytical**

CANDIDATE BRIEF

Sales Manager

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## Role Summary

Role: Sales Manager

Company: Bia Analytical Ltd

Location: UK

Reporting to: Chief Executive Officer

Hours: Full-time, 37.5 hours per week

## Opportunity

Embark on an exciting journey with Bia Analytical as our Sales Manager, leading our sales initiatives and revolutionising the food integrity assurance landscape. This role offers a unique opportunity to promote and sell our innovative products to a diverse clientele, leveraging your commercial acumen and technical skills.

This pivotal role comes at a thrilling moment for our company, with the recent launch of a groundbreaking portable service following a high-profile BBC exposé in our market.

Collaborating closely with the CEO, you will craft and execute innovative sales strategies, driving early adoption and conversion. As a key management team member, you will interface extensively with the leadership team and customers, maximising sales opportunities and ensuring unparalleled customer experiences.

If you're a dynamic, forward-thinking sales leader with a drive for growth and a commitment to excellence, seize this chance to join our esteemed team. Your role will be instrumental in shaping the future of food authenticity with Bia Analytical, significantly impacting our growth trajectory.

## Key Responsibilities

- Maintain and grow our business with our existing and new accounts.
- Manage new key customer sales leads, including qualification, proposal creation, response management, recording, and follow-up to secure purchase orders. Work with teammates to coordinate outcomes.
- Report to the CEO and collaborate with the Bia Analytical team to maximise sales growth.
- Work with the CEO to develop a company sales plan and agree to sales targets
- Build a successful sales team.
- Win purchase orders in line with sales strategy from both existing and new customers.
- Liaise with technical colleagues to respond to customer queries.
- Use and help organise and maintain our CRM system.
- Meet with customers and prospects as required.
- Co-ordinate sales resources to maximise the opportunities from our existing customer base.

- Work alongside marketing to develop appropriate sales and marketing material and engage with marketing campaigns.
- Develop a prospect list of new customers within key target growth areas.
- Report on weekly sales activity.
- Negotiate pricing within predetermined parameters as agreed with the CEO.
- Report monthly to the Management Team on sales KPIs and activities, including relevant competitive activity, and recommend actions where deemed necessary.

## Qualifications

- A proven track record in a successful sales leadership position within a business-to-business sales environment, preferably in a supply chain environment.
- Have the ability to understand technical details and communicate these successfully to potential customers and partners. Comprehensive and ongoing product training will be given.
- Professional demeanour and attitude, outgoing and friendly.
- Organised, focused, and sales-driven with an excellent management skill set.
- Excellent written and oral communication skills – maintaining sound relationships with customers, sales partners and colleagues.
- Good computer skills, efficient use of MS Office, etc.
- Earn and maintain mutual respect with fellow employees. Take the initiative to keep others informed on matters of mutual interest.
- You should be confident to use your initiative and seek opportunities to improve products, processes and services.
- Enjoy developing and leading a sales-driven team.
- Credibility and reliability – make realistic commitments and live up to them. Meet deadlines.
- Resourcefulness—comprehend SME conditions and creatively use resources in an entrepreneurial environment. Maintain contacts within and outside the company to solve problems expeditiously. Actively seek guidance and information from available sources.
- Must have access to own transport and a full, clean UK driving licence.
- Travel will be an essential part of this role, mainly in the UK and Ireland; however, international travel will be required with success. The position is usually based at our offices in Belfast.

## Why Bia Analytical?

At Bia Analytical, we're not just pioneering scientific breakthroughs but transforming how the world thinks about food authenticity. Join our team of visionary innovators and play a pivotal role in shaping the future of food quality and safety. With a dynamic work environment, competitive compensation, and ample opportunities for professional growth, Bia Analytical offers an exciting career path for a driven sales leader ready to make a

meaningful impact. Be a part of our journey and help us build a world-class sales function that elevates our brand to new heights.

## Contact Information

Applications including CVs to:

Lauren Fleming c/o

Email: [recruitment@bia-analytical.com](mailto:recruitment@bia-analytical.com)

## About Bia Analytical Ltd

Bia Analytical is a leading UK food authentication solution provider in Belfast, Northern Ireland. Our facilities are housed within the Institute for Global Food Security (IGFS) at Queen's University Belfast (QUB). We have developed industry-leading, cutting-edge food adulteration testing methods that can help protect the entire food supply chain against food fraud and offer reassurance that food products have been tested with the best detection methods possible. We provide portable and cloud-based solutions to make our world-leading science available to the broadest market. We aim to ensure food integrity across global supply chains and to be the future of food quality, authenticity, and safety analysis.

The business, led by Non-Executive Chairman Dr Clive Black, spun out of the Institute for Global Food Security in April 2020 and has spent the last three years refining and developing its products. The business has just raised £1.2m to kick-start its commercial sales and the continued development of its product offerings.

The company enjoys an excellent reputation for its responsive, consultative sales approach. As an innovative, focused, customer-driven company, we believe our people set us apart and propel us forward.

### Bia Analytical Highlights

- Highly experienced founding team of scientists – pre-eminent in their field.
- Science led by Prof. Chris Elliott, who chaired the Horse Meat scandal enquiry for the UK Government in 2013.
- Highly experienced Board with a strong contact base across the food, drink, and non-food industries.
- Diverse investor base with leading institutional and high net-worth private investors.
- Cutting-edge science that is leading the way in tackling global food fraud.
- New product pipeline of new scientific research led by the highly regarded IGFS and QUB institutions.
- Attractive category characteristics, with high levels of growth seen in the area of food fraud testing.

For further information, visit:

<http://www.bia-analytical.com>