



Job Description

Senior Business Development Executive

Job Title	Senior Business Development Executive
Department / Function	Business Development GES and NDT
Reports To	Group Operations Director
Direct reports	None
Location	GES, Prudhoe and NDT, Jarrow, with regular travel between sites and to customer, supplier and other business locations as required
Date / Version	August, 2026 rev A
Role Purpose	To generate profitable external sales growth across Gilligan Engineering Services Ltd and NDT Electronic Services Ltd through proactive, consultative B2B selling. The role develops existing accounts, wins new and reactivated customers, understands customer needs, recommends appropriate product, service, hire or wider solutions, conducts demonstrations, and maintains a credible, disciplined sales pipeline. This is an individual contributor role with no people management responsibility.
Key Accountabilities	• Deliver profitable incremental external sales growth across GES and NDT. • Generate new business and reactivate dormant customer relationships through structured prospecting. • Protect and develop the existing customer base by identifying genuine additional needs and cross sell opportunities. • Own the commercial opportunity from initial engagement through qualification, proposal, follow up, negotiation and handover. • Maintain a credible pipeline and forecast with clear value, customer need, probability, timing and next action. • Represent GES and NDT professionally with customers and suppliers, using specialist technical support where required.
Core Responsibilities	• Build and maintain an active prospect list and structured programme of new business activity. • Understand customer requirements through effective questioning, discovery and active listening before proposing a solution. • Recommend suitable products, services, hire options or combined solutions based on genuine customer need. • Conduct customer visits, demonstrations and presentations confidently, supported by technical colleagues where specialist input is needed. • Identify growth opportunities within existing accounts and re engage declining or dormant relationships. • Prepare, progress and proactively follow up quotations and proposals, maintaining clear next actions and ownership until the opportunity is won, lost or formally closed. • Maintain accurate CRM and pipeline records and provide reliable sales forecasts. • Use supplier relationships, product knowledge, leads and joint activity proactively to create opportunities. • Apply sound commercial judgement to pricing, margin, discounting and the wider commercial implications of proposals. • Coordinate a clear handover of won opportunities to operational teams so that commitments and customer expectations are understood. • Gather customer and market insight that can support commercial planning and future sales activity. • Maintain appropriate contact with existing customers to protect the underlying business while distinguishing routine recurring revenue from genuine incremental growth.



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Authority and Decision Making	• Prioritise own prospecting, account development and pipeline activity within agreed objectives. • Qualify, progress or deprioritise opportunities based on customer need, commercial value, probability and timing. • Recommend commercial solutions and negotiate within agreed pricing, margin and delegated authority parameters. • Engage technical and operational colleagues where specialist input or delivery confirmation is required. • Escalate pricing exceptions, material commercial risk, unusual contractual commitments and proposals outside delegated authority before commitment.
Role Boundaries	• Individual contributor role with no direct reports or formal people management responsibility. • The Senior Business Development Executive owns each commercial opportunity and the customer development process from initial engagement through to agreed handover. Operational teams own delivery planning and execution following that handover. • The role must build sufficient technical knowledge to sell credibly but is not a substitute for specialist technical expertise. • No commitment may be made on technical suitability, delivery capability, price or contractual terms outside agreed authority. • Revenue created through inappropriate discounting, poor margin or unsuitable customer solutions will not be treated as successful performance. • Routine recurring orders form part of the base business to protect and must not be presented as incremental growth solely because the relationship is managed by this role.
Key Working Relationships	• Group Operations Director and relevant senior leadership colleagues. • GES and NDT operational, technical, engineering and administration teams. • Existing customers, prospective customers and dormant accounts. • Key suppliers and product partners. • Group Finance and other support functions where commercial input is required.
Qualifications and Experience	• Proven B2B sales experience, preferably within industrial, engineering, technical equipment, instrumentation, manufacturing or a comparable environment. • Demonstrable track record of personally generating new business rather than solely servicing an inherited account base. • Experience developing existing customers and identifying commercially valid additional needs. • Experience managing a sales pipeline, following up opportunities and providing credible forecasts. • Experience of customer visits, presentations, demonstrations or solution based sales discussions. • NDT or radiography experience is desirable but not essential.
Knowledge and Skills	• Strong consultative questioning, active listening and relationship building skills. • Commercial judgement, including understanding of pricing, margin, discounting and negotiation. • Ability to translate customer requirements into appropriate product, service, hire or wider solutions. • Confident customer communication, presentation and demonstration skills. • Disciplined pipeline management, follow up, forecasting and CRM record keeping. • Technical aptitude and the ability to learn products and applications quickly. • High level of self management, planning and follow through with limited need for day to day supervision. • Clear written communication and numeracy sufficient to prepare and assess commercial proposals.



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Behavioral Attributes and Expectations	• Proactive and comfortable creating opportunities rather than relying on inbound enquiries. • Takes full ownership of their own workload, plans and prioritises activity • Effectively, progresses agreed actions without repeated prompting and follows opportunities through to a clear conclusion. • Curious and consultative, focused on understanding customer need before proposing a solution. • Commercially disciplined, protects margin and avoids high pressure transactional selling. • Credible and collaborative with customers, suppliers and operational and technical colleagues. • Resilient, honest, ethical and dependable in commercial decision making.
Measures of Success	• Achievement of agreed profitable incremental external sales growth targets, with performance assessed on attributable growth, commercial quality and appropriate margin. • Growth from new and reactivated customers and genuine additional business within existing accounts. • Protection of the underlying customer base without misclassifying routine recurring orders as incremental growth. • A credible, qualified pipeline with reliable forecasting, clear next actions and consistent follow up. • Reliable personal organisation and execution, with agreed actions completed on time, opportunities progressed proactively and customer follow up completed without the need for repeated prompting. • Strong customer relationships and appropriate solution quality. • Commercial discipline, including appropriate margin, pricing, CRM use and handover.
Additional Requirements	• Regular travel to customer, supplier and business locations as required. • Flexibility to support customer visits, demonstrations and supplier activity where commercially appropriate. • Complete required product, systems and technical training to build and maintain credible working knowledge. • Work in accordance with FGG policies, confidentiality requirements, health and safety expectations and agreed commercial controls.

Core Competencies

Competency	1 Working Knowledge	2 Independent	3 Advanced	4 Strategic Expert
Business Development	☐	☐	☒	☐
Consultative Selling	☐	☐	☒	☐
Account Development	☐	☐	☒	☐
Commercial Judgement	☐	☐	☒	☐
Pipeline and Forecasting	☐	☐	☒	☐
Product and Application Knowledge	☐	☒	☐	☐

Issue and Acceptance

Approved by	Name	Signature	Date
Accepted by	Name	Signature	Date



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