

Job Title: Business Development Manager

Location: Manchester and surrounding region

Reports To: Head of Sales & Marketing

About Freshview Foods

Freshview Foods Ltd is an independent wholesale food supplier specialising in delivering fresh produce and related food products to businesses across the food service and catering sector. Established in 2010 the company has its registered office in Wolstanton, Staffordshire and operates from a purpose-built warehouse facility. Freshview Foods focuses on sourcing, selecting, and distributing a wide range of high-quality food products, with an emphasis on seasonal and fresh lines. We serve caterers, restaurants, pubs, care homes, schools, and other commercial customers, delivering 6 days a week from a large fleet of temperature-controlled delivery vehicles.

Role Overview

The Business Development Manager (BDM) will be responsible for driving profitable growth through securing new business opportunities and expanding spend within existing accounts. This role requires a commercially driven individual with strong relationship-building skills and a strategic mindset to identify new category opportunities and maximise customer potential.

Key Responsibilities

New Business Development

- Identify, target, and secure new customers within agreed sectors and territories.
- Develop and execute a structured new business pipeline strategy.
- Conduct market analysis to identify emerging opportunities and competitive positioning.
- Deliver compelling sales presentations and proposals to prospective clients.
- Negotiate terms and onboard new customers in line with company margin expectations.

Existing Account Growth

- Develop strategic account plans for key customers.
- Increase customer spend by introducing new product categories and cross-selling existing ranges.
- Identify gaps in customer assortment and propose tailored category solutions.
- Conduct regular business reviews to track performance, identify opportunities, and strengthen relationships.
- Collaborate with technical, marketing, and operations teams to ensure the highest levels of customer service.
- You are required to form outstanding business relationships with our customers, dedicating time to engage with customers via regular visits to their businesses for face-to-face conversation/discussion, as well as frequent phone calls/emails.

Commercial & Performance Management

- Deliver sales growth in line with company targets for revenue and gross margin.
 - Maintain accurate pipeline reporting and forecasting.
 - Monitor competitor activity and pricing strategies.
 - Ensure CRM is fully updated with pipeline activity and customer plans.
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Key Performance Indicators (KPIs)

New Business

- Consistently convert qualified prospects to trading customers
- Achieve annual new business revenue target set.
- Maintain a pipeline value of at least 3x annual new business target.
- Achieve agreed margin levels on all new accounts.

Existing Account Growth

- Deliver budgeted year-on-year growth across accounts within defined geographic territory.
- Increase average customer spend through category/product introductions.
- Create your appointments within a structured journey plan.
- Have strategic purpose and demonstrate productive conclusions for each call.

Commercial Performance

- Exceed quarterly and annual budgeted revenue growth expectations.
 - Exceed KPI metrics of NOBC (Number of Buying Customers) and SKU growth.
 - Meet agreed activity metrics (customer meetings, proposals, presentations per month).
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Skills & Experience

- Proven track record in business development within foodservice or FMCG.
- Demonstrable success in winning new business and growing existing accounts.
- Strong commercial acumen and negotiation skills.
- Experience introducing new categories or cross-selling product ranges.
- Excellent communication and relationship management skills.
- Self-motivated, results-driven, and highly organised.
- Proficient in CRM systems and Microsoft Office.

Personal Attributes

- Entrepreneurial mindset with a proactive approach.
- Resilient and target-driven.
- Strategic thinker with strong analytical capability.
- Collaborative team player.

Apply with an up to date CV to recruitment@freshviewfoods.co.uk

What We Offer

Competitive salary with performance-based bonus

28 days holiday pro rata (including bank holidays), plus extra holidays for long service (up to 5 days)

Company car (Electric)

Part contributory pension scheme

Employee discount on our produce

Enhanced maternity/paternity package

Company events

Life Insurance cover*

A generous thank-you bonus if you 'recommend a friend' to work with us too. Lots of people work alongside their loved ones at Freshview

Free Health Insurance*

Wellbeing resources, including Mental Health First Aiders and access to free health and wellbeing services such as counselling and physiotherapy. Your wellbeing is a top priority.

Christmas food hamper

Free fruit at work

Opportunity to grow within a fast-paced, expanding business

*With 12 months service

BRCS

Food Safety

CERTIFICATED