

London-based distributor of premium fine foods is seeking a **Business Development Manager** responsible for developing market share across the M25 corridor. The role involves targeting the hospitality sector, including restaurants, pubs, caterers, leisure centres and similar venues. You will meet with chefs, pastry chefs and buyers from larger hospitality groups, presenting a catalogue of high-end products, building long-term client relationships, and identifying opportunities for new product development by listening to client needs. The role also involves prospecting and developing new business opportunities throughout the M25 corridor, helping to expand the company's presence in the premium food market.

ROLE of the Business Development Manager:

- Identifying target accounts and new business opportunities within the hospitality sector
- Developing sales through both new business acquisition (hunting) and account development (farming)
- Visiting clients
- Presenting the company's premium product range and pitching product benefits to create demand
- Driving revenue growth by maintaining regular follow-up with clients and prospects
- Delivering a best-in-class level of service and tailored solutions to clients
- Providing relevant product information and marketing support, enhancing end-user knowledge and experience
- Researching key decision-makers, making initial contact and arranging meetings and product presentations
- Establishing and building strong relationships with clients by offering excellent service and support
- Monitoring competitor activity within accounts and developing appropriate response strategies
- Representing the company and participating in professional trade shows and industry events

PROFILE:

- Having a minimum of 5 years' B2B sales experience within the food industry, ideally in the gourmet or premium food sector
- Holding an existing network of contacts within the hospitality industry (preferred)
- Demonstrating a genuine passion for and knowledge of fine food products
- Showing strong communication skills and confidence in building new relationships
- Being comfortable making proactive outreach, including cold calling prospects and following up on leads
- Displaying excellent presentation skills aligned with the brand's high-end positioning
- Managing multiple priorities while working collaboratively across the business

SALARY & BENEFITS:

- basic salary of circa £50,000, plus commission and bonus
- Providing a travel card

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