



**Position:** Business Development Manager - SWP (Specialised Welding Products)

**Location:** Gladstone, Queensland, Australia

**Specialised Welding Products (SWP)** is a division of The Lincoln Electric Company, and a market leader in the provision of specialised welding services, and the supply of specialty welding consumables and equipment.

For over 20 years, SWP's Service business has been servicing customers in the steel, power generation, alumina refinery, cement, mining, quarrying, sugar, oil and gas industries. SWP specialises in providing hardfacing, weld reclamation, build-up, cladding and high integrity welding services. Our team of qualified personnel with high standards of workmanship has proven itself and continues to be an integral part of SWP. SWP's service business incorporates our industry leading Integra facilities located in Newcastle, New South Wales, and in Gladstone, Queensland. Our Service workshops continue to grow in size and capability offering proven industry leading solutions to a variety of customers all over Australia and is now poised for further growth.

**Lincoln Electric** is the world leader in the design, development and manufacture of arc welding products, robotic welding and cutting systems, plasma and oxyfuel cutting, and is a leading provider of brazing and soldering alloys. Headquartered in Cleveland, Ohio, Lincoln has 60 manufacturing locations, including operations and joint ventures in 19 countries and a worldwide network of distributors and sales offices covering more than 160 countries.

In Australia, Lincoln Electric's head office is located in Padstow, NSW where we established the country's premier Welding Solutions Centre. This is an exciting opportunity to join an established market leader with excellent brand recognition, quality products and a proud history in the welding industry.

### **The Role**

We are currently seeking to appoint an experienced business development / sales professional to join our SWP Local business based in Gladstone as a **Business Development Manager**. The primary focus of the role will be to introduce new customers to the company that will ultimately develop an increase in sales revenue and growth of the business. The role will be responsible for creating new business with new and existing customers.

### **To be successful in the role, you will:**

- Work with the leadership to develop strategies for new business development.
- Develop new business opportunities and new applications with new customers and expand existing customers with new or current specialised welding applications and solutions.
- Promote the company's specialised welding solutions and services to existing customers and potential new customers.
- Estimate and prepare detailed proposals and quotations for projects and on-going business.
- Meet with key customers, assisting and directing state sales representatives to new and existing customers
- Develop business development strategies, sales plans, and realistic forecasts to achieve national objectives.

- Track, monitor and assess sales opportunity pipeline, and take pro-active steps to plan sales and development activities to achieve sales objectives.
- Develop and recommend specialised solutions, geographic positioning and pricing strategies to prioritize highest possible growth potential and market share.
- Conduct market research and adjust sales strategies to meet changing market and competitive conditions.
- Establish and maintain relationships with industry influencers and key strategic partners.
- Monitor competitor offerings, sales and marketing activities.
- Prepare periodic sales reports and analysis showing sales volume growth, segment growth and potential areas of proposed client and industry segment expansion.
- Ensure all activities and engagements are captured to date in the companies CRM tool.

### **The Candidate**

The ideal candidate will be passionate about welding, have a commercial orientation with a minimum of 5 years in a similar sales or BDM role – selling welding applications and services, within the resources, manufacturing, building or engineering markets.

You will have a Trade certificate or Engineering degree or equivalent with excellent presentation skills and ability to negotiate and drive new opportunities with persistence.

You will have very good technical knowledge of estimating and quoting within the multi-segment industries.

Naturally there will be a requirement for travel in this role based on your customers and sales territory. Proficient in the Microsoft Office applications (word, excel, outlook, power point, CRM tools)

### **What is on offer**

A competitive salary package will be offered to the successful applicant. An engaging team culture, a supportive management team and ongoing extensive training and career progression opportunities are some of the benefits provided.

If you are keen for this opportunity, please send your updated resume and application letter to: [Human\\_Resources@LincolnElectric.com](mailto:Human_Resources@LincolnElectric.com)