

## **Consultant BD Director**

### **PCA Consultant / advisory role**

The BD Director will report to the Chief Growth Officer (CGO) and support the CGO to design and execute the PCA Business Development Strategy.

Periodically the Chief Strategy Officer will attend review meetings with the CGO and the BD Director to align with the rest of the business.

Each Quarter the BD Director will attend the PCA Strategy Team meeting to report on the BD Strategy's KPIs progress.

### BD Strategy

- Create a BD strategy for FY 2021/22, aligned with the PCA Product offering and PCA Marketing Strategy
  - Maximise revenues from key clients / partnerships
  - Reconnect and rebuild with former clients / partnerships
  - Create a pipeline of new prospects / partnerships based on sector, geography, product, participant level
- Identify strategies to expand market reach

### BD Performance

- Utilising Pipedrive (PCA's CRM system) to help the CGO evaluate the effectiveness of client / sales activities and performance periodically, against the BD strategy, and make recommendations for improvements
- Develop sales strategies to improve performance of Relationship Team and increase revenues in FY 2021/22
- Working with the CGO and PCA Account Directors, set monthly, quarterly and annual revenue targets for the Relationship Team (Client Directors and Relationship Team)
- Set monthly behavioural and process targets as part of a structured, annual Relationship Team development plan

### BD Operations

- With the CGO, create a short and medium-term BD operational plan (and budget) to improve productivity and efficiency, to enable 5-year Strategy
- Build on PCA's CRM system (Pipedrive) to create systems automation that best meet PCA's needs in context of 5-year Strategy
- Assist the CGO and CSO with a pricing review of PCA product offering
- Evaluate BD operations periodically, against the BD operational plan / budget, and make recommendations for improvements
- Support the CGO with the development of a scaleable service model
- Provide advice on template presentations / proposals
- Working with the CGO, create a structured route-map to growing the Relationship Team resources, including hiring new personnel
- Create operational rules of engagement for dis/continuing to invest in a relationship / partnership
- Identify cross-selling framework between PCA and other group companies
- In time, identify training plans and performance improvement plans to address capability gaps identified in Relationship Team

## Terms

Time requirements and fees to be agreed

## About PCA

PCA is a global specialist in experiential learning for leaders across levels, sectors and geographies. Our breadth and depth of experience has been earned through partnership with 250+ global brands across 40 countries and 16 sectors. Straddling the worlds of credibility and creativity, we bring learning to life using award-winning experiences that facilitate inclusive, human-centred leadership. Our theatrical heritage in the West End fuels continued innovative, experiential and immersive methods to push boundaries and inspire emotion, through play, experimentation, and lived experience. Our 160+ global faculty - commercial, academic, and theatrical - have a deep understanding of commercial context and desired business outcomes, helping us to create practical, impactful and contextualised learning across 6 continents.