



POSITION DESCRIPTION
TECHNICAL BUSINESS DEVELOPMENT
MANAGER



CONTEXT

Quasar helps businesses and utilities make better decisions through energy, operational and building data.

From large utility and energy management systems through to smaller sub-billing solutions, our four decades of integration experience help us deliver practical solutions tailored to each customer's needs. Because every customer is different, our sales team doesn't just sell solutions. They work closely with customers to understand their requirements, develop the right approach and define the solution that will be delivered.

PURPOSE

The Technical Business Development Manager forms an integral part of the Sales & Marketing team in implementing the sales component of the Company's business plan and growing Quasar through generating profitable business.

The role is responsible for the full sales process, from finding and developing opportunities through to understanding customer requirements, developing solutions, preparing quotations and handing confirmed projects over to Engineering for delivery.

The role combines two equally important responsibilities:

- Business development – proactively generating new business and expanding strategic customer relationships across Quasar's utility, industrial, infrastructure and commercial sectors.
- Solution design and pricing – translating customer needs into technically sound, commercially robust solutions, proposals and quotations.

This is a highly customer-facing role requiring regular travel throughout New Zealand to meet with customers, develop opportunities, strengthen strategic relationships and represent Quasar at industry events. The role works collaboratively with Engineering, Delivery, customers and technology partners to increase revenue, strengthen market presence and contribute to the long-term success of the business.

KEY OUTPUTS

NEW BUSINESS DEVELOPMENT

- Proactively identify, qualify and develop new business opportunities across Quasar's target markets, with a deliberate focus on winning new customers.
- Generate opportunities through customer relationships, industry networks, referrals and technology partners.
- Build strong relationships with customers, consultants and key industry contacts.
- Work alongside technology partners to identify and develop joint opportunities.
- Seek out tender opportunities and new customers.
- Maintain an active, accurate sales pipeline and CRM records.

SOLUTION DESIGN, PRICING & PROPOSALS

- Scope customer requirements through site visits, meetings and review of specifications, drawings and tender documents.
- Design technical solutions (including metering, monitoring, data, BMS and control systems) that meet customer needs, using Quasar's products, services and partner technologies.
- Prepare accurate costings covering hardware, software, labour, resources, timeframes and margin.
- Prepare and present professional proposals and quotations, and respond to tenders and RFPs, including compliance and technical schedules.
- Own the technical and commercial accuracy of quotes, drawing on Engineering for specialist input and peer review where required.
- Follow opportunities from enquiry and solution design through to confirmed order, and provide a complete handover (scope, design and pricing basis) to the Engineering team.

ACCOUNT DEVELOPMENT

- Achieve the sales budget established in assigned market segments.

- Grow relationships and revenue within key customer accounts by identifying new opportunities and maintaining a strong understanding of customer needs.
- Identify opportunities to expand Quasar's products and services within existing customers.

MARKET DEVELOPMENT

- Represent Quasar professionally in the markets we operate in and contribute to building Quasar's reputation and market presence.
- Attend conferences and exhibitions as part of the integrated market plans.

PLANNING AND BUDGETING

- Assist in the creation of the annual sales targets budget and product business plans, and in planning their implementation.

CUSTOMER EXPERIENCE

- Contribute to processes that improve customer delivery and experience.
- Discuss timelines with the Head of Delivery to balance customer requirements, hardware/software deliveries, team availability and internal expectations.
- Look for ways we can improve how we deliver projects and apply lessons learned to future opportunities.

GENERAL

- Assist when called upon in the development of new business lines.
- Other tasks as may reasonably be required from time to time.

PERFORMANCE MEASURES

Success in this role is measured across both business development and solution design. Example measures include:

Focus area	Example measures
New business	New-customer revenue; qualified new opportunities added to the pipeline; new accounts won
Solution design & quoting	Quote turnaround time; quote-to-win conversion rate; gross margin held from quote through to delivery
Account development	Revenue growth within assigned strategic accounts; recurring revenue secured
Overall	Achievement of sales budget in assigned market segments

STAFF SUPERVISED

None

ACCOUNTABILITY

The Technical Business Development Manager reports to the Head of Sales & Marketing.

KEY RELATIONSHIPS

Quasar adopts a collaborative approach at all levels of the company. In this role the Technical Business Development Manager will work closely with:

- Sales Team
- Engineering Team (technical input and peer review of solutions)
- Head of Delivery (project delivery and handover)
- Head of Finance & Operations (commercial contracts)
- Customers, consultants, service providers and other relevant outside organisations
- Technical support relationships with our suppliers
- Quasar staff and Directors

KEY ATTRIBUTES

QUALIFICATIONS

- An engineering, electrical, electronics or related technical qualification (e.g. NZDE, BEngTech, BE), or equivalent trade or industry experience (preferred).

EXPERIENCE

- Proven experience in business development or technical sales, including winning new customers.
- Proven experience scoping, designing and pricing technical solutions (e.g. metering, monitoring, electrical, automation, controls or BMS).
- Experience within the energy, infrastructure, industrial or automation sectors would be advantageous.
- A proven history of effective sales and customer relationship development and management.
- A strong understanding of the energy industry would be of benefit.

ESSENTIAL SKILLS

- Proven ability to understand customer requirements, evaluate solution options and develop accurate, commercially sound proposals and quotations.
- Ability to read and interpret specifications, drawings and tender documents.
- Proven track record in developing markets and delivering sustained sales growth.
- Confidence approaching new customers and creating new opportunities.

VALUES AND ETHOS

- Understanding of and commitment to the values of the Company.
- Personal commitment to authenticity and conducting all aspects of business with integrity.

PERSONAL ATTRIBUTES

- Self-confident, self-starting and highly motivated, with the drive to pursue new business.
- Technically curious; able to quickly grasp and learn new technologies and products.
- Flexible and adaptable; can adjust style to work effectively with a variety of people.
- Able to communicate and relate to people from all levels of business, backgrounds, ages and cultures.
- Intuitive learner with proven ability to transfer knowledge to new settings and challenges.
- Ability to identify gaps in best practice and develop appropriate systems and processes in response.
- Self-motivated, dependable and willing to do what it takes to get the job done.
- Professional personal presentation.

RESOURCES AND REQUIREMENTS

- Christchurch based (preferred).

- Regular travel throughout New Zealand is required.
- Occasional Australian and international travel may be required.
- Staff are expected to maintain their own correspondence, email and administration at a high standard.

KEY SELECTION CRITERIA

1. Business development and new-business track record.
2. Technical solution design and pricing capability.
3. Commercial acumen.
4. Planning, organisation and control.
5. Credibility with technical and senior stakeholders.
6. Fit with the ethos, values and approach of Quasar.

HEALTH AND SAFETY

1. All staff must always be conscious of potential safety problems.
2. A Health and Safety Policy is in place within Quasar Systems Limited. Instructions regarding safety given by the Health and Safety representatives must always be followed.

NON-LIMITATION CLAUSE

This position description is not intended to be all-inclusive. The employee may perform other related duties as negotiated to meet the ongoing needs of the organisation. Employment conditions are described fully in the Individual Employment Agreement.

This Position Description has been read and agreed:

Employee Name _____

Date _____

Signature _____

Managing Director's Signature _____

Date _____