

David Parkes – Senior Business Development Manager

Location: Skelmersdale, Lancashire

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PLEASE CHECKOUT MY SUPPORTING WEBSITE

PROFILE

Senior Business Development Manager with 30+ years of experience delivering revenue growth strategy, pipeline management, and sales forecasting across the construction, utilities, and facilities management sectors. Proven success in stakeholder engagement, bid management, and securing high-value contracts while driving client retention and consistent KPI performance.

KEY ACHIEVEMENTS

- Delivered £2M annual sales target through effective pipeline management, lead generation, and structured sales forecasting
- £3m tender-win with Yorkshire Water over three years with option for two year extension (1+1)
- £950k Client Win-Back with Northumbrian Water following lost tender bid
- Built and maintained long-term client relationships to improve retention and drive revenue growth
- Successfully turned around failing retail outlet into a profitable business
- Streamlined distribution centre operations to improve efficiency and support local delivery performance

CORE SKILLS

- Business Development & Revenue Growth Strategy
- Pipeline Management & Lead Generation
- Key Account Management & Client Retention
- Stakeholder Engagement & Relationship Building
- Sales Forecasting & KPI Performance Tracking
- Contract Negotiation & Bid Management (ITT/RFP)
- Strategic Partnerships & Framework Agreements
- CRM Systems & Data Analysis

TECHNOLOGY

- Hubspot
- Trello
- Pipedrive
- Office 365 (Word, Excel, PowerPoint, Outlook, Visio)
- WordPress
- Joomla
- HTML / CSS
- Teams / Zoom
- LinkedIn

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CAREER HISTORY

1st2 Achieve Training Limited

Sales – Business Development Manager

Feb 24 – Current

- Developed new business opportunities through blackbook, targeted lead generation and structured pipeline management within the construction training sector.
- Built strong stakeholder engagement across property, construction, and health & safety networks.
- Contributed to revenue growth strategy by expanding market presence and developing strategic client relationships.
- Monitored KPI performance and supported sales forecasting to drive consistent business growth.

Develop Training

Sales – Regional Account Manager

Jan 21 – Jan 25

- Delivered £2M annual sales targets across the utilities and FM sectors through structured pipeline management, targeted lead generation, and accurate sales forecasting.
- Secured and expanded key accounts within the energy, gas, and water industries through proactive stakeholder engagement and relationship management.
- Managed the full sales life cycle including bid management, tender submissions (ITT/RFP), and contract negotiation, improving win rates and client retention.
- Maintained consistent KPI performance by tracking pipeline activity, conversion rates, and revenue targets.
- Built and maintained long-term client relationships to drive client retention, repeat business, and sustained revenue growth.

Competence Matters Limited

Sales – Business Development Executive

Oct 17 – Dec 20

- Launched Warrington office and developed a profitable multi-stream operation through strategic lead generation and effective pipeline management.
- Contributed to overall revenue growth strategy by identifying new market opportunities and expanding client base across England and Scotland.
- Built strong stakeholder engagement with employers and training providers, supporting long-term partnerships and client retention.
- Managed end-to-end sales process including enquiry handling, bid management, and programme on-boarding.
- Supported KPI performance tracking and sales forecasting to ensure consistent delivery against business targets.

Business Moves Group Limited

Sales - Business Development Manager

Oct 14 – Sep 17

- Won major framework agreements with Balfour Beatty, Lancashire County Council, Trafford Council, and Bury Council.
- Supported revenue growth through stakeholder engagement and successful bid/tender activity.
- Developed pipeline opportunities within public and private sector frameworks.
- Oversaw project management of complex commercial moves.

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Northern Technology (Fleetsmart)

Field Sales - Regional Account Manager (Vehicle Tracking)

Jul 13 – Jan 14

- Increased monthly installations from 25 to 100 units through proactive lead generation and client engagement.
- Product demonstrations via online meetings boosted sales dramatically.

Faversham House Group Ltd

Field Sales Executive [Trade Advertising]

May 11 – Jul 12

Educational Printing Services Limited

Field Sales - Business Developer (NAM) [Print & Publishing]

Jul 07 – Nov 10

Kidde Fire Protection Services Ltd

Field Sales Representative [Fire Protection Services]

Jan 07 – Jul 07

LCS Kings

Field Sales/New Business Development [Insurance Claim Handling]

Aug 05 – Dec 06

Rainbow Cosmetics

Field Sales Representative [Cosmetics to Wholesale/Retail]

Nov 02 – Aug 04

Thorn Europe/Boxclever

Various roles over time (see below)

Oct 86 – Nov 02

Positions held at this company: Assistant Store Manager, Marketing & Database Information Manager (Head Office), Store Manager (Wigan), Multi-store Manager (Fylde Coast), Field Sales Executive.

Developed into more challenging roles as abilities and strengths grew with this organisation and became a much respected employee with valued skills and a can do attitude.

PROFESSIONAL QUALIFICATIONS AND PERSONAL DEVELOPMENT

- Diploma in Management (DMS – Post Graduate Degree) – St. Helens College (Open University).
- B/TEC Diploma in General Business Studies (Passed with Credit) – Skelmersdale College.
- N.V.Q. RETAIL Assessors Award.

ADDITIONAL INFORMATION

- Full clean driving licence.
- Personal Interests: digital awareness, web design, understanding online lead generation & musician.

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