

# David Parkes – Senior Business Development Manager

**Location:** Skelmersdale, Lancashire

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## PROFILE

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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.

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## KEY ACHIEVEMENTS

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- 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

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## CORE SKILLS

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- 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

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## TECHNOLOGY

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

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### **1<sup>st</sup>2 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 &amp; 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.

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**PROFESSIONAL QUALIFICATIONS AND PERSONAL DEVELOPMENT**

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- 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.

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**ADDITIONAL INFORMATION**

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