

ABDUL ISLAM CATERING

Institutional Partnership Business Development Opportunity

Overview

A.I. Catering Services Ltd is a premium, multi-generational catering and event production company established in 1980, operating across Greater Manchester and the North West.

The business is now entering its next phase of growth, with a strategic shift from traditional event-based catering towards securing long-term institutional venue partnerships.

This role is not a traditional employment position.

We are seeking a Business Development Partner to work alongside the Director in building and executing a structured institutional acquisition strategy.

■ Strategic Objective

The objective is to transition from:

- One-off event bookings

→ To

- Secured venue partnerships generating recurring event flow

This involves positioning A.I. Catering Services as a:

“Principal Catering Infrastructure Partner”

within regulated venues (town halls, civic centres, stadiums, private venues, etc.)

■ What Has Already Been Built

A full Institutional Sales Enablement Framework has already been developed, meaning you are NOT starting from scratch.

Available Materials & Systems:

- Capability Statement (venue-facing introduction document)
- Executive Brief (high-level partnership summary)
- Live Pitch Presentation (for in-person meetings)
- Reading Deck (detailed leave-behind document)
- Cold Outreach Templates (email + messaging scripts)
- Institutional Sales Playbook (full positioning, messaging, objections)
- Structured Acquisition Pathway (10-step partnership process)
- Industry & Target Audience Research (decision-maker psychology & trends)

■ This means your role is execution, refinement, and deal conversion — not building strategy from zero.

■ Role Scope (What You Will Be Doing)

1. Target Identification

- Identify and prioritise institutional venues
- Map decision-makers (events, procurement, operations)

2. Outreach & Engagement

- Execute structured outreach (email, phone, LinkedIn, in-person)
- Follow defined messaging frameworks
- Secure exploratory meetings

3. Meeting & Presentation Support

- Lead or support venue meetings
- Present partnership model using prepared materials
- Build trust with institutional stakeholders

4. Pipeline Management

- Manage ongoing conversations
- Handle follow-ups and progression
- Move opportunities through the 10-step acquisition pathway

5. Partnership Conversion

- Support negotiations
- Assist in structuring agreements
- Work toward securing approved supplier / preferred partner status

■ What We Expect From You

We are NOT looking for a generic salesperson.

We are looking for someone who understands:

- B2B / institutional selling
- Long sales cycles (3–6 months+)
- Relationship building over quick wins
- Professional, structured communication

Ideal Profile:

- Experience in business development, partnerships, or B2B sales

- Comfortable engaging senior stakeholders
- Strong communication & presentation ability
- Organised and process-driven
- Able to work independently while aligning with leadership

■ Partnership Structure

This is a partner-style engagement, not employment.

We are open to structuring this in a way that is mutually beneficial.

Suggested Structure:

Phase 1 – Setup (Short Term)

- Refinement of materials
- Building target lists
- Aligning execution plan

■ Fixed project-based compensation

Phase 2 – Active Business Development

- Outreach, meetings, pipeline building

■ Monthly retainer (to support consistent effort)

Phase 3 – Performance Incentive

- Bonus per secured venue partnership
- Or revenue-linked incentive

■ The structure will be agreed based on:

- Experience
- Capacity
- Level of involvement

■■ Important Note

This is NOT:

- A commission-only role
- A short-term sales job
- A high-volume cold-calling position

This IS:

- A strategic growth role
- A partnership opportunity
- A chance to build a scalable revenue channel

■ Why This Opportunity Is Different

- Established business (since 1980)
- Strong operational capability already in place
- Proven ability to deliver at scale
- Full sales system already built
- Clear long-term growth vision (£multi-million expansion)

■ Next Steps

If this aligns with your experience and interest:

Please get in touch with:

- A brief background
- Relevant experience
- How you would approach this role

Shortlisted candidates will be invited for a structured discussion.

A.I. Catering Services Ltd

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