



## **Business Development Manager**

### **Description**

The Business Development Manager will focus on customer acquisition. Lead generation and prospect management are the main concern as the business development executive will garner and meet with potential clients.

### **Salary**

Market Related

### **Job Description**

- Identifying, qualifying, and securing business opportunities
- Building business relationships with current and potential clients
- Collaborating with sales and leadership to secure, retain, and grow accounts
- Developing customized targeted sales strategies
- Creating informative presentations; Presenting and delivering information to potential clients at client meetings, industry exhibits, trade shows, and conferences
- Coordinating business generation activities
- Responding to client requests for proposals (RFPs)
- Answering potential client questions and follow-up call questions
- Creating and maintaining a list/database of prospect clients
- Maintaining short- and long-term business development plans
- Maintaining database (Sales force, CRM, Excel, etc.) of prospective client information
- Cold calling; making multiple outbound calls to potential clients
- Understanding client needs and offering solutions and support
- Researching potential leads from business directories, web searches, or digital resources
- Qualifying leads from digital campaigns, conferences, references, tradeshow, etc.
- Closing sales and working with client through closing process

- Meeting or exceeding annual sales goals.
- Meeting all quotas for cold, active, inactive calls, appointments, and interviews
- Maintaining a pipeline of all sales administration using CRM software
- Collaborating with management on sales goals, planning, and forecasting

### **Qualification and skills**

- Degree/ Diploma in business or any relevant qualification
- 3 years experience in a managerial role
- Experience with lead generation and prospect management
- Comfortable making cold calls and talking to new people all day
- Excellent verbal and written communication skills; the ability to call, connect and interact with potential customers
- Persuasive and goal-oriented
- Possesses an energetic, outgoing, and friendly demeanor
- Eager to expand company with new sales, clients, and territories
- Self-motivated and self-directed
- Able to multitask, prioritize, and manage time efficiently
- In-depth understanding of company services and its position in the industry
- High school degree or equivalent; Bachelor degree preferred
- Four years of cold calling experience; Previous experience in outbound call center, inside sales experience, or related sales experience
- Excellent written and verbal communication skills; able to demonstrate patience and enthusiasm while communicating with potential clients
- Able to professionally and confidently communicate with C-Level Executives
- Able to work accurately under stress and pressure to meet competing deadlines
- Excellent analytical and time-management skills