

**Position Title:** Business Development Manager

### **Job Summary**

A Business Development Manager works to improve an organization's market position and achieve financial growth. This person defines long-term organizational strategic goals, builds key customer relationships, identifies business opportunities, negotiates and closes business deals and maintains extensive knowledge of current market conditions.

Business Development Managers will also help manage existing clients and ensure they stay satisfied and positive. They call on clients, often being required to make presentations on solutions and services that meet or predict their clients' future needs.

### **Duties and Responsibilities**

- Prospect for new clients by networking, cold calling, advertising or other means of generating interest from potential clients.
- Develop a rapport with new clients, and set targets for sales and provide support that will continually improve the relationship.
- Identifies trendsetter ideas by researching industry and related events, publications, and announcements; tracking individual contributors and their accomplishments.
- Grow and retain existing accounts by presenting new solutions and services to clients.
- Locates or proposes potential business deals by contacting potential partners; discovering and exploring opportunities.
- Strategic planning is a key part of this job, since it is the business manager's responsibility to develop the pipeline of new business coming into the company. This requires a thorough knowledge of the market, the solutions/services the company can provide, and of the company's competitors.
- Screens potential business deals by analyzing market strategies, deal requirements, potential, and financials; evaluating options; resolving internal priorities; recommending equity investments.
- Develops negotiating strategies and positions by studying integration of new venture with company strategies and operations; examining risks and potentials; estimating partners' needs and goals.
- Closes new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations.
- Identify potential clients, and the decision makers within the client organization.
- Plan approaches and pitches; Work with technical team and other internal colleagues to develop proposals that speaks to the client's needs, concerns, and objectives.
- Participate in pricing the solution/service.
- Handle objections by clarifying, emphasizing agreements and working through differences to a positive conclusion.
- Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends.

- Present to and consult with mid and senior level management on business trends with a view to developing new services, products, and distribution channels.
- Using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators.
- Ensure that data is accurately entered and managed within the company's CRM or other sales management system.
- Forecast sales targets and ensure they are met by the team.
- Present business development training and mentoring to business developers and other internal staff.

### **Knowledge, Skills & Competencies**

- Proven track record in sales, business development and winning new business.
- Proven track record of increasing revenue through generation of leads.
- Networking, Persuasion, Prospecting, Public Speaking, Research, Writing, Closing Skills, Motivation for Sales, Prospecting Skills, Sales Planning, Identification of Customer Needs and Challenges, Territory Management, Market Knowledge, Meeting Sales Goals, Professionalism, CRM, and Microsoft Office.
- Basic knowledge of Telecommunication and mobile network fundamentals, standards, specifications and generations.
- Any technical qualifications around IT and Telecom key vendor technologies such as VMware, Microsoft, HP, IBM, DELL, Cisco, Huawei, ZTE, NERA, AVIAT and Ericsson will be preferred.
- Adequate knowledge of MS Office package.
- Highly organized, capable of handling multiple tasks simultaneously and meeting deadlines under the highly pressured circumstances.

### **Qualifications required**

Bachelor's degree in Business Administration (MBA shall be preferred) with a minimum of 7 years of professional experience in Business Development/Sales/Marketing, particularly in a Telecom environment.