

Document	BDM (Job Description)
Company	Devspark Labs
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Salary Range	PKR 130,000 - PKR 165,000

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Job Description:

We are seeking a dynamic and experienced Business Development Manager (BDM) to join our team. The ideal candidate should have 3-4 years of documented experience in business development, sales, or a related field, demonstrating a successful track record in revenue generation and establishing enduring client relationships. As a BDM, your primary responsibilities will include identifying fresh business prospects, nurturing leads, and expanding our client base.

Responsibilities:

1. Conduct comprehensive market research, networking, and lead generation (Up work, Linked In, Apollo) efforts to scout and explore new business prospects.
2. Establish and maintain a robust sales pipeline to meet monthly and quarterly revenue targets.
3. Provide guidance and leadership to the sales team for effective management
4. Develop and execute strategic business development strategies to drive growth and expand market presence.
5. Deliver compelling sales presentations, pitches, and product demonstrations to potential clients.
6. Collaborate with internal teams to develop tailored solutions and proposals aligned with client needs and objectives.
7. Negotiate and finalize sales contracts, agreements, and partnerships with clients.
8. Provide accurate and timely sales forecasts, reports, and updates to management.
9. Foster strong client relationships to encourage loyalty and repeat business.
10. Stay informed about industry trends, market dynamics, and competitor activities to identify new business prospects and challenges.
11. Represent the company at industry events, conferences, and networking opportunities to enhance brand visibility and promote our services.

Qualification:

1. Bachelor's degree in Business Administration, Marketing, or a related field (MBA preferred).
2. 3-4 years of experience in business development, IT Services Sales, or a comparable role.
3. Demonstrated track record of meeting or surpassing sales targets and driving revenue growth.
4. Profound understanding of sales processes, techniques, and methodologies.
5. Excellent communication, negotiation, and interpersonal skills.
6. Ability to cultivate and maintain relationships with clients, stakeholders, and internal teams.
7. Results-driven mindset with a commitment to delivering outstanding customer service and value.
8. Self-motivated and proactive with the ability to work independently and collaboratively.
9. Proficiency in Software Services, Apollo, Upwork, Lead Generation, CRM software and other sales tools.
10. Willingness to travel as required for client meetings, conferences, and events.

Hiring Criteria

Education & Experience:

- Bachelor's degree in Business Administration, Marketing, or a related field (MBA preferred).
- 3 to 4 years of experience in business development, sales, or a comparable role.

Technical Skills:

- Proficiency in CRM software and other sales tools
- Familiarity with market research tools and techniques

User-Centric Design:

- Understanding of user-centered design principles
- Ability to incorporate user feedback into product or service development

Design Expertise:

- Knowledge of design principles and methodologies
- Experience in creating visually appealing sales materials and presentations

Collaboration and Communication:

- Strong interpersonal and communication skills
- Ability to collaborate effectively with internal teams and external stakeholders

Accessibility and Inclusivity:

- Awareness of accessibility standards and guidelines
- Commitment to creating inclusive and accessible products or services

Usability Testing:

- Experience conducting usability tests and gathering user feedback
- Ability to analyze usability data and make recommendations for improvement

Problem-Solving:

- Strong analytical and problem-solving skills
- Ability to identify challenges and propose innovative solutions to overcome them

Resource Evaluation Criteria Form

Education & Experience		Personal Attributes
Bachelors		Team Player
3-4 Years		Leadership
Technical Expertise		Comm Skills
Proficiency in CRM (Customer Relationship Management) Software		Problem Solving
Market Research and Analysis		Market Entry Strategy
Sales Tools and Technologies		Competitive Differentiation
Financial and Business Acumen		Lead Conversion
Negotiation and Contract Management		Revenue Growth
		Customer Retention

The above form will be filled on the rate of 10 as the highest score and 1 as the least score.