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| Business Unit: | Cognizant Business Development |
| Designation: | Business Development Analyst/Senior Business Development Analyst |
| Location of Posting: | Across all locations in India where Cognizant is present (flexibility to travel internationally at short notice is an imperative; flexibility to relocate to another country in the medium term is desirable). |
| Education: | BE / Non BE + MBA |
| Work experience: | 0 – 60 months experience |
| Position Summary: | <ul style="list-style-type: none">• Support Pre-sales efforts of the Business Development Team (includes Proposal Writing and related Collaterals)• Enable project team to understand functional requirements• Assist in solution development and articulation based on the scope and problem statement (Request for Proposals (RFPs))• Support building the domain capability• Coordinate and support client visits |
| Primary Job Responsibilities: | <ul style="list-style-type: none">• Own stages of Pre-sales cycle (e.g. Request for Information (RFI), Lead Generation, 'Go-to-Market' for geographies / industry segments)• Gather and report industry information (e.g. Know Your Customer (KYC), Competitor Intelligence, Market Trends etc.)• Coordinate between stakeholders on Pre-sales activities (e.g. Request for information (RFI), Request for proposal (RFP), collaterals, client visits)• Contribute to development of solutions for Pre-sales• Ability to learn and contribute across different Functional areas (e.g. Software development lifecycle (SDLC), Domain etc.)• Manage sections of Deal responses (e.g. pricing and estimation, references, case studies etc.)• Analyse and report industry information (e.g. Know your customer (KYC), competitor intelligence, market trends etc.)• Learn and contribute across different Functional areas (e.g. Software development lifecycle (SDLC), Domain etc.)• Support Domain capability building activities• Provide functional expertise to projects• Capture project's capabilities to highlight the Unique Selling Proposition (USP) of Cognizant solutions |
| Competencies: (Desired / Necessary skills for this role) | Strong Communication skills Team / Interpersonal skills Analytical / Problem Solving skills Positive attitude and drive |