Weekly Report for Business Development shadow assignment

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This report is to provide an update on the Business development Shadow assignment. The purpose of this assignment is to gain hands on experience with Accenture clients. Week one of the business development shadowing assignment was both informative and interesting. Seeing how revenue is generated via leads from trusted relationships. I gained insight into the different stages involved in selling products and services at Accenture. Understanding that Business Development’s success means continued growth for Accenture.

***Week One Learning objectives:***

* *Gain an understanding of the client (via research and briefing by Supervisor)*

*JD is a leading force in the agricultural and construction industries. They want to remain abreast of modern technologies while remaining leader in their industries.*

* *Gain an understanding of our work for the client (via reading statement of work(s) and briefing by Supervisor*

*Accenture is in the process of creating a POV to guide JD toward a ready-made CDP.*

* *Learn about individual team roles(day-in-the-life) by scheduling discussions with a variety of team members*

*There are several roles that are utilized in business development.*

***Digital Business Integration Manager***

*Translate customer needs into business and technology solutions using digital methodologies. Capture user requirements and develop digital designs and solutions. Counsel clients on the customer digital journey, functional and application designs to support digital transformation.*

***Client Account Mgmt Senior Manager***

*Provide day-to-day management of client relationships and strategic direction on all aspects of the account, articulating Human Brand Experience strategies and briefs to the client and multi-disciplinary teams. Understand client's business landscape and identify human brand experience gaps for new business opportunities. Drive shared experience- building with the client while balancing the commercial imperatives to ensure work is profitable and of the highest standard.*

***Ecosystem Market Dev Manager***

*Collaborate with Alliance Partners to jointly originate opportunities and increase qualified pipeline. Qualify opportunities to Stage 1 and hand over to a Sales Capture Lead.  
Execute the offering activation strategy, confirming strategic alignment between Accenture and the Partner.  
Develop and align field engagement with Alliance Partners framing the unique value proposition for the offering in combination with Accenture professional services; develop strong relationship with Alliance Partner executives to identify accounts to approach jointly.   
Manage relationships with the Alliance Partner sales team throughout the entire sales cycle.   
Bring strong knowledge of offerings into partner, client team, and client discussions.  
Leverage enablement materials on offerings, adjusting as needed to fit a particular client’s situation.*

***Ecosystem Market Dev Executive***

*Collaborate with Alliance Partners to jointly originate opportunities and increase qualified pipeline. Qualify opportunities to Stage 1 and hand over to a Sales Capture Lead.   
Customize and execute the offering activation strategy, confirming strategic alignment between Accenture and the Partner.  
Develop and align field engagement with Alliance Partners framing the unique value proposition for the offering in combination with Accenture professional services; leverage strong relationship with Alliance Partner Senior Leadership teams to identify accounts to approach jointly.   
Manage relationships with the Alliance Partner sales team throughout the entire sales cycle.   
Assemble the right team to support proposal efforts including sales capture, resale sales directors, partner account manager, and solution experts from the Accenture Business Groups and/or Practice.   
Support win strategy development, including win themes uniquely enabled by our partner and/or offering.   
Support the shaping of the opportunity through framework structuring, addressing questions coming from New Business Meetings (NBM) and working with internal stakeholders to align and solution.*

***Digital Bus Integration Executive***

*Manage consultative B&SI services to help clients implement effective digital solutions at a client level for our more complex clients. Understand and translate customer needs into business and technology solutions via a range of leading digital methodologies/solutions that drive business value. Drive discussion and provide consultation around digital transformation, customer digital journey, functional/application designs and ensure technology and business solutions represent business requirements.*