

Business Development and Product Manager

Roles and Responsibilities

New Business Development

- Prospect for potential banks to use Homapay and turn this into strategic partnership
- Contact within the market or geographic area to ensure a robust pipeline of opportunities. * Meet potential clients by growing, maintaining, and leveraging your network.
- Identify potential banks and channels, and the decision makers within the bank's organization.
- Research and build relationships with new clients should it be banks or payment channels.
- Set up meetings between client decision makers and company's practice leaders/principals.
- Plan approaches and pitches. * Work with team to develop proposals that speaks to the client's needs, concerns, and objectives.
- Participate in pricing the solutions/services meetings.
- Handle objections by clarifying, emphasizing agreements and working through differences to a positive conclusion. * Use a variety of styles to persuade or negotiate appropriately.

Client Retention

- Present new products and services to the banks or business channels and enhance existing relationships.
- Work with product development team and other internal colleagues to meet customer needs.
- Contribute to the production of product requirements.
- Arrange and participate in internal and external client debriefs.

Business Development Planning

- 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.
- Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales or market share.
- Using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators.

Management and Research

- Submit weekly progress reports to the senior manager and ensure data is accurate.
- Ensure that data is accurately entered and managed within the company's CRM and other sales and product management tools.
- Track and record activity on accounts and help to close deals to meet these targets.
- Present business development training and mentoring to business developers and other internal staff.
- Understand the company's goal and purpose so that will continual to enhance the company's performance.

Product Management

- Managing the entire product line life cycle from strategic planning to tactical activities
- Specifying market requirements for current and future products by conducting market research supported by on-going visits to customers and non-customers.
- Driving a solution set across development teams (primarily Development/Engineering, and Marketing Communications) through market requirements, product contract, and positioning.
- Developing and implementing a company-wide go-to-market plan, working with all departments to execute.
- Analyzing potential partner relationships for the product.