

# PRYM Solutions Private Limited

## About Us

Salam Kisan is an arm of Prym Solution. It is a single-stop mobile and web application that provides a 360-degree ecosystem connecting the entire agriculture value chain to make farming easy for farmers in India.

## Location

Nariman Point, Mumbai

## Job Title

Manager – Strategic Partnerships

## Job Description

Manager – Strategic Partnerships is a professional responsible for driving the growth and expansion of a company by identifying and pursuing new business opportunities. Their primary role is to develop and implement strategies to increase revenue, market share, and profitability.

## Responsibilities

- **Market Research:** Conducting market research to identify potential customers, market trends, and competitive landscapes. Gathering data and analysing industry information to identify opportunities for business growth.
- **Strategy Development:** Collaborating with senior management to develop business development strategies and plans aligned with the company's goals and objectives. Creating and implementing strategies to penetrate new markets, expand customer base, and increase sales.
- **Relationship Building:** Building and maintaining relationships with clients, partners, and stakeholders. Networking and attending industry events to establish connections and identify potential business opportunities. Developing strong business relationships with key customers and negotiating partnerships or contracts.
- **Lead Generation:** Identifying and qualifying leads through various channels such as cold calling, networking, referrals, and digital marketing. Managing and nurturing leads through the sales funnel to convert them into customers.
- **Proposal Development:** Collaborating with cross-functional teams to develop proposals and business presentations for potential clients. Creating compelling pitches and presentations to effectively communicate the company's value proposition and competitive advantage.
- **Sales and Revenue Generation:** Meeting or exceeding sales targets and revenue goals. Developing sales strategies and tactics to achieve business development objectives. Tracking sales metrics, analysing performance data, and making adjustments to strategies as needed.

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- **Collaboration and Coordination:** Working closely with internal teams, such as marketing, product development, and finance, to ensure alignment and effective execution of business development plans. Coordinating with different departments to ensure seamless delivery of products or services to clients.
- **Reporting and Analysis:** Generating regular reports and analysis on business development activities, progress, and outcomes. Providing insights and recommendations based on data to improve business development strategies and performance.
- **Market Intelligence:** Keeping abreast of industry trends, emerging technologies, and competitive developments. Monitoring market conditions and identifying potential risks and opportunities. Adapting business development strategies accordingly.
- **Leadership and Team Management:** Leading and managing a team of business development professionals. Providing guidance, coaching, and support to team members. Setting goals, monitoring performance, and fostering a collaborative and high-performing work environment.

### Qualification

- **Education:** A bachelor's degree in business administration, marketing, economics, or a related field is often required. Some organizations may prefer candidates with a master's degree or MBA in Agri-Business Management, especially for senior-level positions.
- **Industry Knowledge:** A strong understanding of agri industry in which the company operates is essential. This includes knowledge of market trends, competitors, customer needs, and emerging opportunities. Experience in a specific industry or related sectors can be highly advantageous.
- **Business Development Experience:** Prior experience in business development or sales is typically required, preferably in a managerial or leadership capacity. Candidates should have a proven track record of successfully driving business growth, closing deals, and achieving revenue targets.
- **Strategic Thinking:** Manager – Strategic Partnerships need to possess excellent strategic thinking and planning skills. They should be able to analyze market data, identify opportunities, and develop effective strategies to achieve business objectives. Experience in developing and executing business development plans is important.
- **Relationship Building:** Strong networking and relationship-building skills are crucial for a Manager of Business Development. The ability to establish and maintain relationships with clients, partners, and stakeholders is essential. Effective communication, negotiation, and interpersonal skills are required to build trust and secure partnerships.
- **Analytical Skills:** Manager – Strategic Partnerships should be adept at analyzing market data, sales metrics, and financial information. They should be able to extract insights, identify trends, and make data-driven decisions. Proficiency in using tools like CRM systems, market research platforms, and data analytics software is beneficial.

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- **Leadership and Team Management:** As a managerial position, the ability to lead and manage a team is important. Candidates should have experience in mentoring, motivating, and guiding a team of business development professionals. Strong leadership, coaching, and decision-making skills are essential.
- **Communication Skills:** Excellent verbal and written communication skills are necessary for effectively presenting business proposals, negotiating deals, and building relationships. Managers of Business Development should be able to articulate ideas clearly, deliver persuasive presentations, and write compelling proposals.
- **Results-Oriented:** A Manager – Strategic Partnerships should be driven by results and have a track record of achieving targets and driving revenue growth. They should be able to prioritize tasks, manage multiple projects simultaneously, and work under pressure to meet deadlines.
- **Adaptability and Flexibility:** The business environment is constantly evolving, so managers need to be adaptable and flexible in their approach. They should be open to change, willing to learn new skills, and able to adjust strategies based on market dynamics and emerging opportunities.

### Remuneration

7 – 10 LPA based on experience and performance during an interview.

### Communication Details

Qualified candidates can send their resumes in confidence to [hrdesk@salamkisan.com](mailto:hrdesk@salamkisan.com)