

# Job Description: Business Development Manager

Position Title: Business Development Manager

Reports To: General Manager

Location: Karratha

Department: Sales/Business Development

Employment Type: Full-time

## Job Summary:

The Business Development Manager (BDM) is responsible for identifying new business opportunities, building and maintaining successful relationships with prospects and existing clients, collaborating with executives on business strategy, and closing deals to achieve growth targets. The BDM will play a pivotal role in expanding the company's market presence and driving revenue growth.

## Key Responsibilities:

### 1. Market Research and Analysis:

- Conduct market research to identify new business opportunities and potential clients.
- Analyze industry trends, market conditions, and competitive landscape.
- Develop and maintain a comprehensive understanding of the company's products/services and their competitive advantages.

### 2. Lead Generation and Prospecting:

- Identify, qualify, and prioritize potential clients and business opportunities.
- Develop and implement strategies to generate leads through networking, cold calling, and other outreach methods.
- Utilize CRM tools to manage and track leads and opportunities.

### 3. Relationship Management:

- Build and maintain strong relationships with new and existing clients.
- Act as a point of contact for clients, addressing their needs and ensuring a high level of customer satisfaction.
- Negotiate and close deals, ensuring mutually beneficial agreements.

#### 4. Strategic Planning:

- Collaborate with the executive team to develop and execute business development strategies aligned with company goals.
- Identify and recommend new markets, products, and services to diversify and grow revenue streams.
- Prepare and present business development plans and performance reports to senior management.

#### 5. Sales and Revenue Growth:

- Achieve and exceed sales targets and key performance indicators (KPIs).
- Develop and maintain a sales pipeline, ensuring a steady flow of opportunities and business growth.
- Track and report on sales activities, pipeline status, and results.

#### 6. Collaboration and Teamwork:

- Work closely with the marketing team to create and implement effective marketing campaigns.
- Collaborate with product development teams to provide client feedback and identify new product opportunities.
- Coordinate with operations and customer service teams to ensure seamless service delivery.

#### Qualifications:

##### - Experience:

- Minimum of 5 years of experience in business development, sales, or a related field.
- Proven track record of achieving sales targets and driving revenue growth.

##### - Skills:

- Strong communication, negotiation, and presentation skills.
- Ability to build and maintain relationships with clients and stakeholders.
- Excellent strategic planning, analytical, and problem-solving abilities.
- Proficiency in CRM software and MS Office Suite.

##### - Attributes:

- Self-motivated, proactive, and results-oriented.
- Ability to work independently and as part of a team.
- High level of integrity and professionalism.
- Willingness to travel as needed.

Working Conditions:

- Primarily office-based with frequent travel to meet clients and attend industry events.
- Flexible working hours with reasonable overtime which may be required to accommodate client meetings and business needs.