

JOB DESCRIPTION

DESIGNATION: Business Development Officer

DEPARTMENT: Sales and Marketing

LOCATION: Pune

ROLLTYPE: Full time

JOB BRIEF:

We are seeking a highly motivated and results-driven Business Development Officer to join our sales and marketing team. A Business Development Officer is responsible for demonstrating passion and leadership in developing new business and strategic long-term and high-value engagements.

- Identify and pursue new business opportunities in Sheet Metal, focusing on increasing revenue and market share.
- Understand the business requirements, and upcoming projects, and proactively scout for new projects within the target market.
- Devising new and innovative business development plans and strategies to achieve business targets, including, setting sales targets, identifying key customers, and developing sales pitches.
- A consultative approach to winning over customers'/prospects' confidence and trust and building large engagement opportunities.
- Play a demand/lead generator role, responsible for acquiring new clients by helping them schedule appointments through a telephone discussion or lead generation.
- Identify prospective clients and build a strong sales pipeline via cold-calling, one-to-one email communications, LinkedIn, referrals, and other inside sales methods.
- Build, maintain and retain strong relationships with key customers and partners, including regular communication, assessment, and addressing problems promptly.
- Conduct market research to stay up-to-date on industry trends, competitor activity, and customer needs.

- Contribute to strategic planning and execution of all business development activities, and marketing in the given area.
- Communicate status on a daily, weekly, and monthly basis via emails in accordance with the strategic plan and goal.
- Monitor prepare and submit reports on sales performance, including sales revenue, market trends, market survey and requirements, customer acquisition, and customer satisfaction.

REQUIREMENTS:

- Bachelor's degree in Mechanical Engineering or a related field.
- 4 to 6 years of experience in new product development focusing on sheet metal.
- Excellent communication and teamwork skills.
- Excellent English. Conversational and written communication skills.
- Market Research/ Contact Discovery through Professional networking and other professional websites.
- Proven inside sales/ appointment generation experience.
- Proven track - record of successfully launching new products.
- Sound knowledge of the sheet metal industry and product development
- Analytical and creative thinking.

Should have a good selling attitude, result oriented & able to work independently.