



... → Business Development Manager

Role Description

The purpose of the Business Development Manager role is to proactively develop new business streams in markets or market areas that are less familiar to the company currently, or for new offerings, while meeting profit, service and other company objectives.

The role of Business Development Manager requires the ability to understand, interpret and deploy in the field, go-to-market strategies (created by others) with the objective of entering new markets, expanding coverage across less familiar areas of existing markets, or launching new offerings. This requires the skills of a senior sales person, with additionally, a well-developed ability to adapt positioning, negotiating, objection-handling, closing and customer-engagement approaches dynamically, during the 'trial-and-error' phase of developing the go-to-market strategy.

To enable success in this role, skills are required to be at a level above and beyond those of a senior sales person (typically a Solution Sales person) and would particularly include increased skill levels, awareness and understanding of: positioning; negotiating; communicating; presenting; adapting approach to meet customer needs; overcoming objections; reporting; and closing. Further skills are required to analyze the findings from these engagements and provide input towards developing and evolving the approaches defined in the go-to-market strategy for winning additional business.

Abilities

Candidates for a Business Development Manager role require a range of capabilities to enable them to successfully perform this role, including:

- **Evidence** a strong set of Solution Sales skills, but with specific skill areas of customer engagement and communication being shown to be at an advanced stage of development.
- **Demonstrate** a strong ability to think on their feet.
- **Capitalize on** their good knowledge of the company's current marketplace and offering set.
- **Evidence** a natural ability to take on board new ideas, easily able to integrate them into their current sales approach.
- **Analyze** results from each customer engagement and structure the output to enable the adaptation of existing or formulation of new business winning strategies.
- **Display** effective management skills.
- **Show** excellent presentation skills, as well as verbal and non-verbal communication skills.

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