

## **Designation: Business Development Manager**

Job Reference ID: WTAHMBDM

Experience: 5+ years

Position(s): 2

Location: Ahmedabad

Email: [careers@wishtreetech.com](mailto:careers@wishtreetech.com)

### **Job Summary:**

You will be the driving force behind the sales acceleration of our software development services. You must have experience in selling IT Services (on web and mobile platforms) and digital solutions to international clients. You must have excellent oral and written communication skills.

### **Job Responsibilities:**

- Develop sales and business development strategies that meet the anticipated high growth plans
- Lead a team of Business Development Executives (BDE) and mentor them in their complete sales process
- Lead sales engagements, offer Wishtree's free trial, demos, proofs of concepts
- Lead responses to procurement process, seeking assistance within the organization on proposals
- Seek and qualify leads: conduct in-depth analysis to understand the customer business and technology requirements, have multiple discussions with the customer to understand pain-points to effectively sell the right solution
- Close sales: maintain a continuously updated 360° map of "what is needed to close the business"; early and clear articulation of case towards own stakeholders; secure all of the company's strengths and possibilities to secure business on "D-day"
- Own and manage a 12 months sales funnel that secures a significantly growing business
- Leverage social media platforms especially LinkedIn to qualify leads and feed into the funnel
- Maintain a business development forecast of all potential leads and tenders
- Identify, pursue, establish, and close client leads and relationships internationally and across multiple time zones (esp. in the US, Canada, UK, Australia, and Singapore market)
- Gathering sales intelligence, handling objections, Business-to-Business lead generation and setting appointments in the concerned Geographies
- Establish account presence and build trust with key contacts
- Manage & execute research activities as required to compile successful campaign target lists
- Explore new market opportunities

### **Job Skills & Qualifications**

Mandatory:

- Entrepreneurial & Commercial thinking: ambitious, self-driven, go-getter, risk-taker, persuader, and influencer, persistent, action oriented, opinionated ("my business!")
- Strong presentation and public speaking skills
- Ability to prioritise a varied and pressurised workload and work to tight deadlines

- In-depth Microsoft Office skills, particularly Word, Excel, and PowerPoint
- Demonstrated ability to write winning proposals, and strong knowledge of tendering requirements, legalities, and guidelines for software development services
- Bachelor's degree in business, marketing, engineering, or related discipline
- Hands-on experience in recruitment processes and platforms
- At least 5 years of industry experience in business development and sales
- Must be able to wear multiple hats, innovative and operate outside of comfort zone to succeed

Nice to have:

- MBA in Marketing/Sales