

## **Business Development GM / Sr. Manager / Manager Jobs Delhi**

### **About Techmagnate-**

Techmagnate (<https://www.techmagnate.com/>) is a leading Digital Marketing Agency based in New Delhi, India and we are expanding! We are looking for Rol-driven digital marketing experts to #BeAMagnate.

Our core competencies are digital marketing & technology solutions. We help you to outline, evolve and employ proficient, best priced and top-notch Digital Marketing Services, including Search Engine Optimization, Pay Per Click, App & Mobile Marketing, Reputation Management, Social Media, Content Marketing and more related services to empower your business.

We have a strong, hustling and enthusiastic team of 250+ young digital marketing professionals who have delivered fantastic results for top-notch clients in industries like BFSI, B2B, Healthcare, IGaming, Education and Ecommerce.

Our 9 Core Values are more than just words, they're a way of life. We know that Company with a strong culture & a higher purpose perform better in the long run.

Do you relate to our values?

- ❖ Digital Excellence
- ❖ Trusted Partnerships
- ❖ We've got each other's back
- ❖ We see things end to end
- ❖ Think big, be bold
- ❖ Keep learning, keep unlearning
- ❖ Abundant positivity
- ❖ Open mind open door
- ❖ Customer Growth

### **Job Summary:**

This role is to build upon TECHMAGNATE' position as a leading Digital Marketing Agency and achieve financial growth. Potential candidate will be responsible to define long-term organizational strategic goals, build key customer relationships, identify business opportunities, negotiate and close business deals and maintain extensive knowledge of current market conditions.

Working in a senior sales position within the company, it will be your job to work with the internal team, marketing staff, and other managers to increase sales opportunities and thereby maximize revenue for the organization. To achieve this, you would need to contact potential new customers, present to them, ultimately convert them into clients, and continue to grow business in the future. The potential candidate should manage existing clients and ensure they stay

satisfied and positive. Call on clients to make presentations on solutions and services that meet or predict the clients' future needs.

### **New Business Development:**

- ❖ Prospect for potential new clients for Digital Marketing (SEO, SMO, PPC etc.) and turn these into increased business.
- ❖ Identify enquiries within your market or geographic area to ensure a robust pipeline of opportunities. Meet potential clients by growing, maintaining, and leveraging your network.
- ❖ Identify potential clients, and the decision makers within the client organization.
- ❖ Research and build relationships with new clients.
- ❖ Set up meetings between client decision makers and company's practice leaders/Principals.
- ❖ Plan approaches and pitches. Work with a team to develop proposals that speak to the client's needs, concerns, and objectives.
- ❖ Participate in pricing the solution/service.
- ❖ Handle objections by clarifying, emphasizing agreements and working through differences to a positive conclusion. Use a variety of styles to persuade or negotiate appropriately.
- ❖ Present an image that mirrors that of the client.

### **Client Retention:**

- ❖ Present new products and services and enhance existing relationships.
- ❖ Work with technical staff and other internal colleagues to meet customer needs.
- ❖ Arrange and participate in internal and external client debriefs.

### **Business Development Planning:**

- ❖ Present to and consult with mid and senior level management on business trends with a view to developing new service offering & networking.
- ❖ Identify opportunities for campaigns, services, and distribution channels that will lead to an increase in sales.
- ❖ Using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators.

### **Management and Research:**

- ❖ Submit weekly progress reports and ensure data is accurate.
- ❖ Ensure that data is accurately entered and managed within the company's CRM
- ❖ Forecast sales targets and ensure they are met individually & by the team.
- ❖ Track and record activity on accounts and help to close deals to meet these targets.

- ❖ Ensure all team members represent the company in the best light.
- ❖ Present business development training and mentoring to business developers and other internal staff as the need be.
- ❖ Research and develop a thorough understanding of the company's people and capabilities.
- ❖ Understand the company's goal and purpose so that it will continue to enhance the company's performance.

**Education:**

Business development management positions require a bachelor's degree and 7-10 years of Business Development experience. MBA/PGDBM in sales & marketing is desirable but not mandatory.

**Other Skills and Qualifications:**

Networking, Persuasion, Prospecting, Public Speaking, Research, Writing, Closing Skills, Motivation for Sales, Prospecting Skills, Sales Planning, Identification of Customer Needs and Challenges, Territory Management, Market Knowledge, Meeting Sales Goals, Professionalism, CRM, and Microsoft Office.