

JD - Senior Manager- BD

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 ROI-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

We're seeking a quick learner with strong negotiating skills, and someone with a track record of success who can inspire the same in others.

Do you have these qualities:

- ❖ Strong Negotiating skills
- ❖ Quick Learner
- ❖ Confident & good communication skills
- ❖ Quick approach to problem solve issues
- ❖ Has a detailed oriented analytical approach
- ❖ Strong influential skills
- ❖ Proven experience of B2B Sales in Paid Marketing domain
- ❖ Business and Sales analysis
- ❖ Updates of the new and evolving market behavior and trends

Job Summary:

This role is to build upon TECHMAGNATE position as a leading Digital Marketing Agency and achieve financial growth. Potential candidates 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.

1) New Business Development

- ❖ Prospect for potential new clients for Digital Marketing (SEO, SMO, PPC etc.) and turn these into increased business with the team
- ❖ Meet potential clients by growing, maintaining, and leveraging the network. Research and build relationships with new clients.
- ❖ Manage a team of Sales
- ❖ Plan approaches and pitches. Work with the team to develop proposals that speak to the clients needs, concerns, and objectives and formulate the pricing for 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.
- ❖ Identify opportunities for campaigns and services that will lead to an increase in sales.
- ❖ Using knowledge of the market and competitors, identify and develop the company's unique selling propositions.

2) 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.
- ❖ Present business development training and mentoring to the team.

Top reasons to work for Techmagnate

- ❖ Great place to learn with phenomenal growth opportunity
- ❖ Stable and rapidly growing company
- ❖ Opportunity to work with a fun, amazing and talented team
- ❖ Exciting and innovative work environment
- ❖ Regular team building outings
- ❖ Competitive incentive policy and bonus.
- ❖ Opportunity to work with top brands in the country.

Education:

Business development management positions require a bachelor's degree and 5+ 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.