

# Senior Business Development Manager- PPC Sales

## The Role

Techmagnate is seeking a high-octane **Business Development Manager** specializing in **PPC and Paid Media Sales**. Your primary mission is to identify, pitch, and close high-value enterprise accounts looking for world-class performance marketing solutions. You won't just be selling services; you will be selling growth, ROI, and digital transformation.

You will act as the bridge between a prospect's business challenges and our technical delivery teams, crafting bespoke PPC strategies that win deals.

## Key Responsibilities

### 1. Revenue Generation & Pipeline Management

- **Lead Conversion:** Transform inbound leads and self-generated prospects into long-term Techmagnate clients.
- **Full Sales Cycle:** Own the entire process from initial prospecting and discovery calls to proposal drafting, pitching, and final contract negotiation.
- **Target Achievement:** Consistently meet or exceed monthly and quarterly sales targets for Paid Media (Google Ads, Meta, Programmatic, Amazon Advertising).

### 2. Strategic Consultative Selling

- **Audit-Led Pitching:** Coordinate with our PPC specialists to conduct account audits and present data-backed "Growth Roadmaps" to prospects.
- **Value Proposition:** Articulate Techmagnate's edge in **AI-driven PPC optimization** and our "Digital Excellence" framework.
- **Industry Insights:** Stay ahead of trends in BFSI, E-commerce, Real Estate, and Healthcare to provide consultative advice during the sales process.

### 3. Collaboration & Transition

- **Cross-functional Synergy:** Work closely with the SEO and Content sales teams to create holistic multi-channel proposals.
- **Onboarding:** Ensure a smooth transition of closed deals to the Account Management and Delivery teams, providing clear documentation of client goals.

## Required Skills & Qualifications

- **Experience:** 6+ years of experience in **Digital Agency Sales**, with a proven track record of selling Paid Media/Performance Marketing services.
- **Technical Fluency:** You must understand the "math" of PPC. You should be able to discuss CPC, CTR, ROAS tracking confidently without a technician in the room.
- **The "Hunter" Instinct:** A proactive approach to outbound prospecting and a high level of persistence in follow-ups.
- **Communication:** Exceptional presentation skills. You should be comfortable pitching to C-suite executives and Marketing Heads.

## Technical "Must-Knows" for the Candidate

- Familiarity with **Google Ads, Meta Business Suite, and LinkedIn Campaign Manager**.
- Understanding of **Google Analytics (GA4)** and how it attributes value to paid channels.
- Ability to use CRM tools (HubSpot/Salesforce) to manage a disciplined sales funnel.