

Job Specifications

International BD / Sales

This role is required to identify and develop new clients in US regions. Managing all Sales activities and establishing/maintaining relationships at all levels. The role would thus be responsible and accountable for the following areas:

DBSL provide various services in the research business vertical, out of which few specific are mentioned below to give some basic understanding of the role.

1. Contact Center Services

- a. Digital Marketing
- b. Demand Generation
- c. Appointment Setting
- d. BANT
- e. Contact Syndication
- f. Affiliated Marketing
- g. Email Marketing
- h. Database Solutions

1. SALES & MARKETING

- Responsible for hunting new accounts, building pipeline, book revenues from Global markets
- Formulate & implement short & long term Sales & Marketing strategies/plans for achieving the sales targets of research service lines with Datamatics.
- Lead from front on strategic sales and marketing planning and trade planning by analyzing business, service, competitors and market situations.
- Responsible for carrying out the prospect mapping, pipeline mapping, proposals in line with customer requirement, preparation of reports, cost analysis, negotiations and finally closure of deal.
- Attend business meetings regularly to understand client's requirement & provide best solutions within available resources.
- Interact and maintain relationships with existing clients to enable cross-selling and up-selling activities.
- Perform analysis and recommend appropriate strategic decisions to Top management.
- Plan, Organize, Implement and Control all marketing functions such as new service launch plan, set up pricing according to price structure, develop and implement promotional activity.

2. RELATIONSHIP BUILDING ACTIVITIES

- Must be able to network and develop market intelligence to get new leads for achieving Sales targets.
- Responsible for building & developing strong contacts within the sector, and continuously fosters and strengthen the existing relationship for incremental sales.

3. DELIVERABLES FOR SUCCESS:

Successful candidate must demonstrate the following successes:

- Must have travelled across geographies for accruing new accounts in the BPO Industry
- Sales Experience while dealing with Media, Publishing and Conferencing domain is must.
- Must have managed an Annual target of minimum \$ 5-10 Million (from multiple clients)
- Pipeline Management – must develop a strong sales pipeline which is managed regularly and effectively. Ability to build a pipeline with reasonable timelines and is able to continually manage it and follow through with individual prospects, and delivering successful sales.
- Deal Management – Closes deals as per pipeline and forecast sales as per agreed time commitments. Able to measure success against competition and where forecast deals are unsuccessful, is able to understand and gain market information as to why a deal is lost.

4. TEAM MANAGEMENT

- Able to lead, communicate and define quantifiable goals and targets for the team members on the basis of Sales target and individual experience and capability.
- Leading, mentoring & regular monitoring the performance of the team to ensure efficiency in achieving individual & team targets.
- Evaluate team's capabilities including developing training plans for each member of the team and recommend the same to the Business Head/CEO.
- Assess division's resourcing requirement, identify new hires and make recommendations to the Business Head/CEO.

REQUIREMENTS

- IT skills must include above average ability to work on Excel Spreadsheets, MS Word. And through knowledge of MS Power Point.
- Fluent in spoken English and adept at written skills in English.
- Ideally, exposure of working within a multi-cultural environment and exposure in managing multiple International Clients.
- Must be willing to International travel once in every quarter for 15-20 Days
- In order to be successful in this role, the candidate must be a self-motivated, flexible, confident, enthusiastic and able to work independently with minimal supervision, be able to coach, train and lead the team forward.
- Acts with honor and character – A person of high integrity who is direct and truthful but at the same time can keep confidences.

Department: Business Development, Global Markets.

Location: Mumbai