



Job Description

This is an independent business setup. IBDC are not employees. The primary role of the Business Development Consultant is to prospect for new clients by networking, cold calling, advertising or other means of generating interest from potential clients. They must then plan persuasive approaches and pitches that will convince potential clients to do business with the company they represent.

They must develop a rapport with new clients, and set targets for sales and provide support that will continually improve the relationship. They are also required to grow and retain existing accounts by presenting new solutions and services to clients. Strategic and tactical planning is a key part of this job, since it is the IBDC's responsibility to develop the pipeline of new business coming into the company. This requires a thorough knowledge of the market, the solutions/services the company can provide, and of the company's competitors.

While the exact responsibilities will vary, the main duties of the Business Development Consultant can be summarized as follows:

New Business Development

- Prospect for potential new clients and turn this into increased business.
- Cold call as appropriate 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 team to develop proposals that speaks 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

- Attend industry functions, such as association events and conferences, and provide feedback and information on market and creative trends.

- Present to and consult with mid and senior level management on business trends with a view to developing new services, products, and distribution channels.
- 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 or other sales management system.
- Forecast sales targets and ensure they are met by the team.
- Track and record activity on accounts and help to close deals to meet these targets.
- Work with marketing staff to ensure that prerequisites (like prequalification or getting on a vendor list) are fulfilled within a timely manner.
- Research and develop a thorough understanding of the company's people and capabilities.
- Understand the company's goal and purpose so that will continual to enhance the company's performance.

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.

To apply for position, complete the form below or email albert@peakfordglobal.com

PEAKFORD'S INDEPENDENT BUSINESS DEVELOPMENT CONSULTANT

Complete form and send to albert@peakfordglobal.com

Full Name: _____

Email: _____

Phone: _____

Country/Region _____

Brief Profile