



## JOB DESCRIPTION

**Title:** Business Development Executive or Manager

**Location:** Ikeja, Lagos

**Time:** Full-Time

**Reporting Line:** PR & Brand Development Manager or Head of PR & Brand Development

### Job Overview

The business development executive/manager will oversee the retail and wholesale aspect of the business. The executive/manager will be required to provide strategic direction, drive the company's sales target and manage its business relationships, while creating new ones. The business development executive/manager is also responsible for providing market intelligence and supporting strategy formulation, implementation expertise and business operation improvement skills.

### Role Responsibilities

- Have a full understanding of the Company's products and services and generate demand by presenting them to potential clients through direct communication in face-to-face meetings, telephone calls and emails.
- Establish and maintain relationships with existing and prospective clients to ensure the set financial targets are achieved and exceeded.
- Actively monitor market trends through clients and by attending industry functions (association events, seminars, conferences) thus recommending new products, services and marketing channels that will lead to an increase in sales.
- Coordinate and/or represent the Company in promotional events and marketing activities.
- Generate and convert new leads to clients by identifying business needs, managing accounts, cold calling, prospecting, developing a thorough needs analysis and closing targeted opportunities in line with goals set.
- Review and monitor competitor products and services, identifying shortfalls, advantages in comparison to the Company's offerings.
- Recommend enhancements that will give the Company a clear competitive advantage.
- Actively manage the sales process: leads, prospecting, qualifying, need analysis, proposal, objections, closing & follow up.
- Develop sales growth strategies; tactics and action plans required to achieve all the key objectives (financial, operational and customer satisfaction).
- Prepare proposals relevant to the client's needs, goals, roadmap and where applicable in response to request for proposals and quotes.
- Executing all the elements of the company's marketing and sales plan: product development, pricing, promotions and distribution activities.
- Provide timely and accurate periodic reports including; revenue reports, sales pipeline, activity reports etc. weekly, monthly, quarterly, bi-annually and annually to executive management.
- Perform other assigned duties as delegated by management from time to time.

### **Skills & Requirements**

- A good level of numeracy
- Excellent communication, presentation and report writing skills
- Ability to meet and exceed set goals
- Ability to manage existing company relationships
- Hardworking with a high degree of self-motivation and ambition
- Ability to work both independently and as part of a team
- Be able to think logically and clearly and exhibit strong problem solving abilities
- Demonstrate intermediate project management abilities
- Demonstrate strong negotiation skills
- Ability to engage and drive others to deliver targets
- Demonstrate ability to set individual work plans and manage time and work with limited supervision to meet deadlines
- Collaborate with senior management, working with them to effectively execute strategies and projects
- Good knowledge of the company's market
- Other skills: Networking, Persuasion, Prospecting, Public Speaking, Research, Writing, Closing Skills, Motivation for Sales, Prospecting Skills, Sales Planning, Identification of Customer Needs and Challenges, Meeting Sales Goals, Professionalism.

### **Education & Qualification**

- B.Sc. degree in any relevant field. Any Post Graduate Degree is advantageous but not required
- Minimum 2 years' work experience in sales, marketing or business development with a track record for achieving sales targets
- Good knowledge of the African business environment, especially the Nigerian business environment
- Excellent working knowledge of MS Office, Excel and Powerpoint

### **Remuneration**

- Total package starting from N840,000 per annum depending on experience – salary split 60% statutory salary and 40% performance linked salary
- Up to 10% commission on quarterly sales