

Job Description: Business Development

Position Title: Business Development Consultant

Industry: Business Consulting & Services

Department: CEOs office

Reports To: CEO

Location: Hyderabad

Employment Type: Full-time

Talent Acquisition Partner: Jackson Daniel

Email: jackson.daniel@bizcredence.com

URL: <https://bizcredence.com>

Job description

Company Description

We are a premier consulting firm dedicated to driving transformative growth and excellence for businesses across various industries. Biz Credence partners with trailblazers in business and society to tackle their most important challenges and capture their greatest opportunities. Our mission is to deliver innovative solutions and strategic insights that empower organizations to navigate complex challenges, optimize their operations, and achieve their most ambitious goals.

Position Overview

This role is ideal for professionals looking to transition into a more autonomous position, where they will manage larger accounts and navigate more complex sales processes. A deep understanding of BPO services and the ability to address diverse client needs will be key to success in this role.

We are seeking an enthusiastic and driven Business Development Consultant to join our team in **Hyderabad, India**. The successful candidate will be responsible for lead generation, business development, and driving revenue growth. This role will involve promoting our products and services, conducting impactful sales presentations, and consistently meeting or exceeding sales targets. As a key player in our sales strategy, the consultant will work to build strong client relationships and contribute to the expansion of our market presence in the region.

An ideal experience for a **mid-level business development consultant** typically blends a solid foundation in strategy, client relationship management, and project execution, with some specialization in industry knowledge or specific business functions. Here's a breakdown of the key elements:

1. Relevant Sales Experience

- **Sales Cycle Management:** Demonstrated experience in managing the entire sales cycle, from lead generation and qualification to closing deals. This includes creating sales strategies, developing proposals, negotiating contracts, and ensuring post-sale client onboarding.
- **Solution Selling:** Experience in **consultative selling**, where the focus is on understanding client pain points and offering tailored BPO solutions (e.g., customer service outsourcing, IT services, back-office support outsourcing).
- **Account Management:** Proven track record of managing existing accounts and driving growth by identifying upsell and cross-sell opportunities within those accounts. Maintaining strong client relationships is critical for long-term success in a BPO sales role.

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- **Quota Achievement:** Consistent history of meeting or exceeding sales quotas and targets. This is particularly important for a mid-level sales executive, as they are expected to contribute directly to revenue generation.

2. Industry Knowledge & Understanding of BPO Services

- **Product Knowledge:** A deep understanding of the product(s) being sold, including key features, benefits, and licensing models (e.g., perpetual vs. subscription-based licenses, number of users, geographic restrictions).
- **Industry Trends:** Keeping up with market and industry trends, competitors, and emerging technologies to better position the product and identify potential customer needs.
- **Compliance and Legal Knowledge:** Understanding the legal aspects of selling product licenses, including terms of use, licensing agreements, and intellectual property rights.
- **BPO Solutions Expertise:** Knowledge of the range of services provided by BPOs, including customer support, IT services, data entry, human resources outsourcing, finance and accounting, and other administrative services.
- **Outsourcing Trends:** Familiarity with current trends in the outsourcing industry, such as **nearshoring, offshoring, automation, AI-powered solutions**. Understanding how these trends impact clients and the solutions they are seeking is crucial.
- **Client Verticals:** Experience selling to specific verticals, such as **healthcare, financial services, technology, retail (FMCG)**. Mid-level sales executives are expected to have a deep understanding of client needs within the sectors they serve.

3. Lead Generation & Prospecting

- **Lead Qualification:** Ability to identify and qualify high-potential leads. This includes researching prospective clients, understanding their outsourcing needs, and identifying the best-fit services for their business.
- **Cold Calling and Networking:** While many BPO sales roles involve inbound leads, a mid-level sales executive should also be comfortable with **cold calling, email outreach**, and leveraging **social selling** strategies (e.g., using LinkedIn for prospecting).
- **CRM Management:** Experience using **Customer Relationship Management (CRM)** tools (such as Salesforce, HubSpot, or Microsoft Dynamics) to track leads, opportunities, and sales activities. This also includes maintaining accurate client data and ensuring timely follow-up.

4. Sales Strategy & Execution

- **Sales Collateral & Proposals:** Ability to create compelling sales collateral, such as presentations, proposals, and RFP (Request for Proposal) responses, that speak directly to a client's needs and highlight the value proposition of the BPO services.
- **Strategic Account Planning:** Developing and executing account plans to target key decision-makers, including CEOs, CFOs, and operational executives, and developing strategies to expand business within target accounts.
- **Pricing & Negotiation:** Understanding of pricing structures within the BPO industry and the ability to negotiate contracts and pricing that balance profitability with competitive positioning.

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5. Client Relationship Management

- **Building Trust & Rapport:** Strong interpersonal skills and the ability to establish trust-based relationships with clients. This includes understanding the client's business, pain points, and growth opportunities.
- **Client Retention:** Focus on client retention and ensuring satisfaction post-sale by being the point of contact for any concerns or requirements.
- **Stakeholder Management:** Experience in managing multiple stakeholders within client organizations (e.g., HR heads, procurement managers, operations directors). A mid-level sales executive often needs to navigate complex decision-making structures.

6. Communication & Presentation Skills

- **Client Presentations:** Experience in delivering high-quality presentations to potential clients, either in-person or virtually. The ability to clearly articulate the value of BPO services and demonstrate how they align with the client's objectives.
- **Written Communication:** Strong writing skills for drafting emails, proposals, RFP responses, and other sales documents. The ability to communicate clearly and persuasively is essential.
- **Public Speaking & Webinars:** Experience in conducting webinars, demos, or public speaking engagements, particularly for educating potential clients about BPO services or emerging trends in outsourcing.

7. Negotiation & Closing Deals

- **Negotiation Skills:** Ability to manage complex negotiations, including pricing discussions, service level agreements (SLAs), and contract terms. BPO deals can often be long-term and involve detailed service contracts, so this skill is crucial.
- **Closing Deals:** Track record of closing deals, particularly in a consultative sales environment where the sales cycle may be longer and more involved.

8. Project & Performance Tracking

- **Sales Pipeline Management:** Managing the sales pipeline effectively, forecasting revenue, and tracking key metrics such as **lead conversion rate**, **sales cycle length**, and **deal size**. Being able to prioritize leads and opportunities based on their likelihood of closing.
- **KPIs & Metrics:** Familiarity with KPIs specific to BPO sales, such as **number of meetings booked**, **proposal conversion rates**, **sales velocity**, and **deal close rates**. Mid-level sales executives are expected to be results-driven and to track their progress toward sales targets.

9. Team Collaboration & Leadership

- **Team Coordination:** While not necessarily in a formal leadership role, a mid-level sales executive should be able to collaborate with cross-functional teams, including marketing, operations, and delivery teams, to ensure a seamless client experience.
- **Internal Reporting:** Ability to report on sales performance to senior leadership, provide market insights, and recommend strategies for improving sales performance.

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10. Key Skills & Qualifications

- **Degree:** A bachelor's degree in business, marketing, management, or a related field is typically required. An MBA or other relevant advanced degree is a plus.
- **Sales Skills:** Proven ability to close sales, with a track record of achieving or exceeding sales targets, especially in selling software or digital products.
- **Product Knowledge:** In-depth understanding of the software products being sold, including technical features, licensing models, and the competitive landscape.
- **Customer-Centric:** Strong focus on understanding customer needs and providing tailored solutions. Ability to build long-term relationships and foster customer loyalty.
- **Communication Skills:** Excellent verbal and written communication skills for engaging with clients, delivering presentations, and preparing documentation.
- **Negotiation Skills:** Ability to navigate complex negotiations around pricing, licensing terms, and product features.
- **CRM & Sales Tools:** Familiarity with CRM systems (e.g., Salesforce, Zoho, HubSpot) to manage the sales pipeline and track customer interactions.
- **Technical Aptitude:** Basic understanding of the product's technical aspects, especially for more complex software solutions.
- **Problem-Solving:** Ability to address client concerns, troubleshoot issues, and recommend appropriate solutions in a timely and professional manner.

11. Soft Skills

- **Adaptability:** Ability to adapt to changing client needs, competitive environments, and evolving service offerings.
- **Time Management & Organization:** Managing multiple accounts and opportunities simultaneously while staying organized and meeting deadlines.
- **Customer-Centric Mindset:** Strong focus on understanding and solving client problems, not just pushing a product or service.

What We Offer:

- Competitive salary and benefits package.
- Opportunities for professional growth and development.
- A collaborative and dynamic work environment.

How to Apply: Interested candidates are invited to submit their resume and a cover letter, using the subject line "Business Development Consultant- Full Name." to the **Talent Acquisition Partner**.

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