Detailed Job Description:

Job title	:	**Business Development Executive (Software)**
Reporting to	:	Manager
Salary	:	Industry Par CTC
Hours	:	Full time
Location	:	Vidyaranyapura office, Bangalore.

Job Brief:

Acufore is seeking a Business Development Executive, to work in a balanced environment for a fast-growing company with established clienteles.

The primary objective of this position is to onboard new customers in the Software service domain.

Need to have excellent network and proven record of acquiring software services projects.

Responsibilities:

- New Business Development
- Prospect for potential new clients and turn this into increased business.
- Could 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 speak 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.
- 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.
- Research and develop a thorough understanding of the company's people and capabilities.
- Understand the company's goal and purpose so that will be continual to enhance the companies. performance.

Document Format: AF/Sales/P02

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Job Description:

The primary objective of the Business Development Executive is to hold the $ target and to work with a team to achieve the targets.

BDE will 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 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.

He/she may manage the activities of others responsible for developing business for the company. Strategic planning is a key part of this job description, since it is the business executive'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.

Candidate Must Have:

- Knowledge of IT sales life cycle and effective communication skills.
- At least 2 to 3 years' experience in software service sales including web application, IoT, mobile applications.
- Capable of building a good customer base for our software development and digital marketing division.
- Capable of cold calling to create interest in services.
- Generating new business leads and arranging meetings; generate, identify, and qualify business leads.
- Capable of identifying and developing new business through networking courtesy and follow-up calls.
- Ability to prepare and deliver customer presentations and demonstrations of the software, articulately and confidently.
- Work on assignment closure with the clients until it gets closed.

Academic and Trades Qualifications:

Bachelor's degree in engineering and 2+ years of software services sales experience. An MBA is preferred.
Expertise in acquiring clients from North American and European markets.

Personal Qualities and Behavioral Traits:

Essential	Desirable
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.	Experience in communicating to North American clients

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