

Job Title: Business Development Executive/ Manager

Location: Bangalore, India

Type: Full-Time

Experience: Minimum 3 years in Digital Marketing & 2 years in Sales for Digital Marketing services

Key Responsibilities:

- **Lead Generation & Prospecting:** Identify and reach out to potential clients through various channels such as cold calling, emailing, networking, and social media.
 - **Client Relationship Management:** Develop and maintain strong, long-lasting relationships with new and existing clients, ensuring high levels of satisfaction and retention.
 - **Sales Pipeline Management:** Manage the entire sales cycle from prospecting to closing, ensuring a consistent and steady pipeline of leads.
 - **Proposal Development:** Collaborate with internal teams to create tailored proposals and presentations that align with client needs and demonstrate the value of our digital marketing services.
 - **Negotiation & Closing:** Negotiate contracts and pricing with clients to ensure a win-win situation for both parties, ultimately closing deals and driving revenue.
 - **Market Research:** Stay updated on industry trends, competitors, and market conditions to identify potential growth opportunities for the agency.
 - **Reporting & Documentation:** Maintain accurate records of sales activities, client interactions, and deal progress, providing regular reports to management.
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Key Skills & Qualifications:

- **Experience:**
 - Minimum of 3 years of hands-on experience in digital marketing (SEO, SEM, Social Media, Content Marketing, etc.).
 - Minimum of 2 years of experience selling digital marketing services in an agency environment.
- **Communication Skills:** Excellent verbal and written communication skills, with the ability to articulate complex digital marketing concepts clearly and persuasively.
- **Sales Skills:** Proven ability to generate leads, handle objections, and close deals effectively.
- **Negotiation:** Strong negotiation skills with the ability to handle pricing discussions and contract negotiations.
- **Client Management:** Ability to build and maintain strong relationships with clients at various levels of seniority.

- **Persuasion & Presentation:** Ability to deliver compelling presentations and pitches tailored to client needs.
 - **Target Driven:** Self-motivated, goal-oriented, and comfortable working in a fast-paced, target-driven environment.
 - **Adaptability:** Strong problem-solving skills with the ability to adapt to changing market dynamics and client needs.
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Benefits:

- Competitive salary and performance-based incentives
- Opportunities for career growth and development
- A collaborative and energetic work environment