BUSINESS DEVELOPMENT MANAGER - LEVEL 1

Closure Team

Document Version & History

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Role Tasks

Scope

Responsible for driving business growth within a company. Need to develop a network of contacts to attract new clients, research new market opportunities and oversee growth projects. Help Emvigo obtain better brand recognition and financial growth.

Is expected to work seamlessly with the rest of the team and other departments for the overall growth of the organisation.

Business Outcome:

- Process Success
- Client Success
- Emvigo Knowledge Success
- Target Success

Process Success:

- Developing and executing sales and marketing strategies to grow business.
- Gather all information with respect to a Qualified Lead.
- Make sure the meeting invite is sent with the Sustainably Run Meeting Plugin.
- Try to gather all possible details regarding the scope of the project.
- The meeting should end with an action item to keep the discussion going.
- If possible, book the next follow-up meeting slot while on the call with the prospect.
- Record the call so that it makes it easier for the technical team. Ask for customer permission before recording the call.
- Share the complete Project scope with the Technical team to make sure we have everything to go ahead with a proposal or ballpark estimate.
    - Meeting recordings.
    - Documents shared by the Client.
    - Designs or Wireframes if already exist.
- Set up a meeting with the Client if the Technical team has any questions.
- Once we have a good understanding of the scope of work. Create a Proposal based on customer requirements: Use the right template for proposals.
    - Reuse existing Proposal templates for the standard offering.
    - Custom offering, liaise with the technical team to identify the rest of the content.

    - Work with the design team to make sure the proposal is personalised to create the WOW factor.
- Present the Proposal:
    - Convince the Customer of the solution and why it is perfect for them. If possible, provide multiple options for them to choose from.
- Sales Conversion
    - Have proper and regular follow-up to get updates.
    - Understand if there are other competitors in the race.
    - Negotiate win-win deals.
    - Maintain profitability Index as per management guidelines.
    - Ensure Terms and conditions are clearly understood and agreed upon.
- Project Handover Internally
    - Share the Client details with the Finance team and liaise with them to raise the invoice and get it credited.
    - Set up a Session with the Delivery team to walk through the process, and explain expectations from the customer for successful engagement.
    - Facilitate the Project Kick-off call.

Client Success:

Before Project Conversion:

- Preparing for Client Meetings with structured research.
    - Coordinate with the Technical team to understand the feasibility and concerns if any in the scope of the project.
    - Going through the LinkedIn profile of the individual/ Company.
    - Effectively present Emvigo and tailor-make demos according to prospect needs.
    - Position Emvigo as the most trustable partner.
    - Provide Value addition to the discussion with suggestions based on the Industry, Business and other similar project knowledge.
- Create rapport with customers on their common topics.
- If requirements are high level, sell them the advantages of the Discovery phase.
- Understand if the expectation is to come back with Techno commercial Proposal or just the Ballpark.
- Try to Qualify the lead with respect to budget if not already done by the Lead Generation team.
- Try to gauge customer budgets on the call so that the technical team does not put in the effort if the customer does not have budgets. This can be done either by
    - asking for their budgets
    - confirming if the budget mentioned in the post is indicative
    - stating our average hourly prices

    - If we have done a similar project, we can quote the price we did it at so that customers are made aware of our budgets and then see their reaction

After Project Conversion:

- Once a month, get in touch with the Client to get feedback on how the project is going.
- Feedback to be shared back with the delivery team.
- Nurture the account for:
    - Generating reference opportunities.
    - Grow the account with Cross-selling and Upselling.

Emvigo Knowledge Success

- Emvigo Introduction for meetings:
    - Emvigo History
    - Emvigo Office Video.
    - Capabilities
    - Project Demos relevant to the Client's requirement.
- Engagement Models in Emvigo.
- If requirements are high level, sell them the advantages of the Discovery phase.
- Emvigo Standard Rates.
- Why Emvigo?
- Good understanding of Blueprints, Products and Services that we offer - the advantage and disadvantages
    - Write effective email and vocal scripts for the rest of the Team.

Target Success:

- Targets would be on the basis of Revenue generated per Quarter.
- Have to set Individual Sales goals and try to achieve/ go beyond the target numbers.
- Attend Events/Exhibitions locally or internationally and search for the ones which would be fruitful for Emvigo.

HR Policy Adherence

- Risk Management - Proactively raises risks upfront and suggests solutions or alternative approaches to prevent them.
- Adhere to all the technical and non-technical processes and suggest pros and cons to improve it.
- Proactively inform the leaves and availability of the line manager and it should be planned well and applied upfront in HRone. Inform the same PM if you are in an emergency situation.
- Maintain 40 Hrs and clock the efforts to the Time Management tool accurately and on time.

Competency Required

Iceberg Elements	Competency Attributes List (Weightage)
Skills (Proficiency)	1. Effective Communication (5) a. Strong persuasive verbal communication and exquisitely written skills in English 2. Listening Skills (5) 3. Ownership (4) a. Take ownership of the leads and show the interest to convert the prospects to qualified leads. 4. Negotiation Skills (4) a. Strike a balance between accommodating your prospect and bringing back a financially viable deal. b. Should have significant preparation, empathy, perceptiveness, and willingness to compromise strategically. 5. Time Management (4) a. Organised and Effective Time Management to cater to multiple initiatives in parallel b. Ability to prioritise tasks. 6. Self Learner (4) a. Keep oneself updated with the latest news. b. Learn basic technical terms to respond better to leads. 7. Leadership (3) a. Guide the new joiners on the right path. b. Training business development staff c. Able to influence the behaviour of the team in a positive way. 8. Attention to Detail (4) a. Complete a task with thorough concern for all the areas involved. b. Understand the CLient requirement and create sales pitch accordingly. 9. Team work and Collaboration (3) a. Cross department activities and planning.

Knowledge (Proficiency)	1. Semi-Technical Knowhow (4) a. Business & Basic Technology understanding. 2. Emvigo Capabilities and Projects (4) a. Should have a good understanding of what Emvigo's services and products are. b. Projects that Emvigo have done in the past. 3. Networking and Relationship Management (4) a. Developing connections with individuals to enhance career prospects and professional performance. 4. Business and Market Trends (4) a. Suggest features that are not considered in the scope but would benefit the audience. b. Able to provide cost cut-offs to avoid Leads with less budget.
Self-Image (Perspective)	1. Confident and Passionate 2. Empathetic and a people person 3. Self-motivated with a results-driven approach 4. Strong Team Spirit
Traits (Perspective)	1. Positive Attitude and continue to see the good side of the team. 2. Passionate, Dedicated and Focused. 3. Ability to flourish with minimal guidance, be proactive, and handle uncertainty. 4. Honest 5. Approachable and Friendly 6. Ability to think strategically.
Motives (Perspective)	1. Thrive for constant improvement. 2. Accept Failures and Take Lessons 3. Passionate about success. 4. Finds joy in impacting the lives of people and organisations in a positive way.

PERFORMANCE MANAGEMENT GOALS

Goals are categorised into 3 sections

Category	Details	Weightage
Business Outcome	Goals Defined below in detail.	80%

Proficiency	Showcase growth in Knowledge and skills This will be done in the Skills-Base Tool. You would do a self-assessment and for the given role we will have a desired level of competency against each skill and knowledge.	10%
Perspective	Your Attitude and Traits are assessed by 360 Degree Feedback. We'll take a cross-section of your direct team, your manager, your peers and dotted-lined employees to get feedback. This would be part of the appraisal life cycle.	10%

Goals – Business Outcome

Category	Weightage 100	Weightage 80	Details
Process Success	10%	8%	Individual Detailed KPIs would be derived from the role sheet
Client Success	24%	19%	
Emvigo Knowledge Success	10%	8%	
Target Success	50%	40%	
HR Policy Aderence	6%	5%	

PERFORMANCE REVIEW

Category	Tool	Responsible	Details
Business Outcome	HRONE	Goals would be divided	Self-Evaluation from Sep 1 to Sep 15 Mar 1 to Mar 15 Review Session would be scheduled by HR

		to multiple people for Review e.g. HR Related Goals would be HR Manager	SPOC/Manager. The meeting will include 1. Reporting Manager (Mandatory) 2. HR Manager (Mandatory) 3. Finance Manager (Mandatory) 4. All SBU Heads (Mandatory) 5. BA Team Lead (Mandatory) All concerned reviewers should have the ratings done and ready before the meeting. We assess together as to why these ratings and come to a consensus. **1 Hour Meeting.**
Proficiency	Skills Base	Reporting Manager SBU Heads RTC	Self-Assessment from Sep 1 to Sep 15 Mar 1 to Mar 15 Rating Directly taken from the Skills-base
Perspective	Survey Sparrow	Peers, Dotted Line Manager, Direct reportees	This would be conducted from Sep 1 to Sep 15 Mar 1 to Mar 15 Rating Directly taken from the 360-degree tool.