Assessment Task: Business Development Executive

Job Title: Business Development Executive
Submit to: hr@techup.com.pk | WhatsApp: +92 317 1115522
Deadline: Within 3 days of receiving this task
Format: PDF or Google Docs

Objective:

We are looking for a Business Development Executive who can identify opportunities, build relationships, pitch services, and help grow our client base, especially in tech and digital marketing domains.

This task assesses your ability to research, think commercially, and plan outreach that drives real conversations and revenue.

Your Task: Lead Research, Sales Strategy & Outreach Plan

1: Industry Understanding

- In **your own words**, explain what services companies like TechUp (SEO, digital marketing, web development) typically offer clients.
- Who are the **target clients** for these services? (List 2–3 industries or business types)
- What are the **biggest challenges** these clients face that TechUp can solve?

2: Lead Generation Task (Real-World Simulation)

- Identify **5 potential leads** (small-medium businesses) that could benefit from TechUp's services.
    - Mention the business name, website, and country
    - Explain **why they're a good fit** for outreach
- Suggest one **free tool** or method you used to find these leads

3: Email & LinkedIn Outreach Drafts

- Write a **cold email** (max 120 words) to pitch SEO or digital services to one of your selected leads.
- Write a **LinkedIn message** version of that same pitch (less formal, max 80 words)

Tip: Personalization and clarity will stand out.

4: B2B Sales Strategy Plan (High-Level)

Write a short plan covering:

- Your **approach to finding quality leads** consistently
- How you'd **build trust and follow up** effectively
- Tools or CRMs you'd use to stay organized (free or paid)
- What success looks like: list 3 KPIs you'd track weekly or monthly (e.g., booked calls, replies, etc.)

5: Objection Handling

Pick **two common client objections** and write:

- A short response to handle each objection
- How would you follow up (or decide when to let go)

Optional Bonus (Adds Weight to Your Application):

- Share **one creative idea** to generate leads on LinkedIn or Upwork
- Suggest one way AI tools (like ChatGPT, Apollo.io, or Clay) could help with B2B lead generation

Evaluation Criteria:

- Research skills & commercial awareness
- Communication clarity & copywriting
- Lead generation creativity
- Understanding of the B2B sales process
- Professional tone and strategic thinking

We're not just looking for someone who can "sell", we're looking for someone who understands how to build **long-term relationships** with the right clients.

Questions? Message us directly at +92 317 1115522

We look forward to seeing your approach and ideas!