



About Us

Igniting an emotional spark in a consumers' mind is one of the hardest things to do in marketing. But understanding a consumers' day-to-day journey and creating plug-ins for consumer engagement is a great first step & we help brands do that right by creating , measuring and amplifying B2B & B2C integrated marketing solutions to understand consumer behaviour via our market-led, customer-driven / channel-driven engagement, incentive, loyalty & reward programs.

Business Development Manager

Experience: 2 – 4 years | **Opening(s):** 2 **Locations:** New Delhi

About the Role

Positioning Innovative Incentives as their strategic technology partner, critical to profitability/ business growth & Handling end-to-end sales cycle for enterprise solutions across given geographies / industry segments. Extensive collaboration with various internal and external stakeholders delivering business goals.

Prospect for potential new clients and turn this into increased business, Develop a growth strategy focused both on financial gain and customer satisfaction, Managing and retaining relationships with existing clients and Increasing client base, Keep records of sales, revenue, invoices etc. Offer Customers scalable value propositions and ecosystems across the different verticals that drive partners and our KPIs (revenue, new consumers, new flows, transactions etc.)

Education

Graduation / Post Graduation degree in Administration, Business Management or a related field as well as two to four years of sales or marketing experience & has been proven performer with high customer obsession and Think Big capability. Ideally, should come with a track record of success at driving top sales results, partnering cross functionally, and professionally representing client needs/perspectives to rest of the organization.



Sounds like you ?

Working closely with the top management and managing the end-to-end sales cycle for enterprise solutions across given geographies ,with good know-how about of consultative selling approach anchored around value creation and problem solving shall be a best fit for the role.

With key account sales or key account management background with revenue responsibility , proven track record of winning strategic customers/signing strategic long-term partnerships, upselling and cross selling various products / service , possess strong communications skills, and have the ability to think strategically and analytically about the business, product, and market opportunities and challenges. Has the ability to build and convey compelling value propositions, and work cross-organizationally to build consensus. Keen sense of ownership, drive, and desire to win!

What Do We Expect

- 2-5 years of experience in enterprise / solutions sales, account management, business development, or partner management.
- Proven track record of managing and growing complex business relationship at scale.
- Strong creative thinker with ability to develop and execute sales strategies, tactics, plans, processes, systems and programs.
- Track record of personally closing complex deals end-to-end.
- Possess a talent for responding effectively to market direction, customer needs and competitive positioning.
- Can thrive in fast paced dynamic environments.
- Demonstrated ability to consistently close sales and generate revenues
- Strong analytical abilities, excellent written and verbal communication skills, strong attention to detail, and good follow-through

What Would You Be Doing

- Identify, rationalize, and define target market / companies / segments / product define /refine the business model, product offering, engagement process, to drive business growth.
- Responsible for business development – by mapping and penetrating large new accounts through a solutioning approach and pitching.
- Identifying and initiating interactions with right person in the targeted company to take the sales process to closure.
- Carrying role for solution sales to the corporate markets – for enterprise solutions towards loyalty and promotional programs.
- Independent establishment of call plans and customer follow-up strategies to generate leads and convert business from large account prospects.



- Responsible for making presentations, drafting project requirements
- Integrate Business Solution capabilities for capturing and understanding the business case and requirements to propose the right solution.
- Maintain an in-depth knowledge of complete line of products/services and customers' issues and needs through in-house training and reading/research.
- Negotiate and constructively manage conflicts, effective relationship management and communication skills.
- Build long term relationship with the existing & new customers.
- Establish and build strong, profitable, long-term relationships with
- Scale the business development function by collaborating / developing joint business plans with partnership program and upsell opportunities
- Act as the Customers advocate to evangelize for their success working with us & partnering with product improvisation , account management support.
- Identify specific prospects/partners opportunities to approach while communicating the specific value proposition for their business and use case.

www.innovativeincentives.in

hello