# JOB DESCRIPTION
# Manager – Business Development

**Stratagile**

StratAgile is a leading MarTech & platform Company, headquartered in Singapore

**LOCATION: KOCHI**

**JOB DESCRIPTION**

**Senior Manager: Business Development**

We are seeking a highly motivated and results-driven Digital and Platform Business Development & Sales manager to join our dynamic team. The successful candidate will play a key role in identifying, qualifying, and closing new business opportunities within the software sales sector. The ideal candidate will possess excellent communication and negotiation skills, a strong understanding of software solutions, and a proven track record in business development and sales. The focus will be on Americas and EU market.

**RESPONSIBILITIES**

1. **Prospecting and Lead Generation:**
   - Identify and research potential clients through various channels such as cold calling, email outreach, social media, and networking events.
   - Generate and qualify leads to build a robust sales pipeline.
2. **Client Relationship Management:**
   - Cultivate and maintain strong relationships with existing and potential clients.
   - Understand client needs and pain points to effectively position our software solutions.
3. **Sales Presentations and Demonstrations:**
   - Conduct product demonstrations and presentations to showcase the features and benefits of our software solutions.
   - Clearly articulate the value proposition and address client concerns.
4. **Sales Negotiation and Closing:**
   - Work closely with the sales team to negotiate terms, pricing, and contract terms.
   - Close deals and achieve monthly, quarterly, and annual sales targets.
5. **Market Research and Analysis:**
   - Stay informed about industry trends, competitor activities, and market conditions.
   - Provide feedback to the product development team based on client needs and market demands.
6. **Collaboration with Internal Teams:**

- Collaborate with marketing, product development, and customer support teams to ensure a seamless customer experience.
- Provide input on marketing strategies and participate in the development of sales collateral.

7. **Reporting and Documentation:**

**EXPERIENCE/SKILLS REQUIRED:**

- Proven experience in software/ Platform sales or business development, with a track record of meeting or exceeding sales targets.
- Strong understanding of software solutions, industry trends, and client needs.
- Excellent communication and interpersonal skills.
- Ability to work independently and as part of a collaborative team.
- Results-driven with a focus on achieving and exceeding sales goals.
- Familiarity with CRM/CMS/Ecommerce software and sales tools.

EDUCATION:

- Bachelor's degree in Business, Marketing, or a related field is preferred.

SUBMIT YOUR RESUME:

- Email at careers@stratagile.com.

## ABOUT STRATAGILE

StratAgile is a data-driven growth enabler with a global reach in digital marketing, digital platforms, and digital enhancement solutions for business. We are 200+ strong and are spread out across 14 cities, primarily in the Asia Pacific region. Headquartered in Singapore, StratAgile have offices across 7 countries and over 200 people.

### DIGITAL TRANSFORMATION CONSULTING

StratAgile combines business, data, technology, intelligence and analytics to generate digital, mobile & social ideas, programs and platforms. The strategic frameworks and consulting outcomes help firms to create and establish rewarding relationships between your brands, consumers and partners.

### WEB & MOBILE PLATFORMS-DESIGN, BUILD & MANAGE

Our platform development capabilities equip companies with the necessary infrastructure to target, engage and grow your customer segments. Our expertise in multiple programming languages and environments assists you to design and develop web, mobile, data and social platforms with the latest and most sophisticated technologies.

### E-commerce PLATFORMS BUILD & OPERATE

Our 'StratCommerce' platform as well as expertise on Magento, Woocommerce, Shopify and Drupal commerce powers a seamless online, mobile and retail POS experience together with analytics and channel enablement. We set up multi-country, multi-store platforms and manage all e-commerce operations from web store/mobile app content, inventory management and store management to campaign deployment.

### CAMPAIGNS & DEMAND GENERATION

At StratAgile, we empower you with the right lead generation media mix – search, text & banner, mobile, social and content targeted campaigns. With our campaign operations bureau, your day-to-day activities of multichannel campaign deployment, testing, optimization, benchmarking and reporting are efficiently managed.

### CRM & MARKETING AUTOMATION

Expertise on commissioning, operations and management of best of the breed CRM and Marketing automation platform. The consulting practice and UX knowledge helps companies to imbibe a structured approach in adopting the right technology and accelerate the benefits.

### DATA, INSIGHTS & ANALYTICS

An entire spectrum of solutions – datamarts design, data & web analytics dashboards and visualisation is offered by StratAgile. From exploratory analysis to predictive modelling, StratAgile can maximize your ROI with structured segmentation and precision targeting.

### WEB ANALYTICS, SOCIAL & DIGITAL AUDITS

An evolved web analytics practice is a hallmark of StratAgile integrated approach in analytics. Also our 'Social Media Management Protocol' framework provides you a scientific approach to managing multiple social platform identities. From listening to engagement, your social campaigns are diligently crafted with contingency plans and real-time escalations, freeing you to conceptualise your next big idea.

### VEEVA PRACTICE

StratAgile is one of the largest firms renowned for its Veeva expertise – a specialised healthcare CRM and marketing platform practice in APAC market. Capability in all areas of Veeva healthcare platform - CLM, Approved Email, eDetailers, Veeva Engage; our practice streamlines all processes within the Veeva Ecosystem.

### SMARTHUB OPERATIONS

With a multi-country, multilanguage hub-and-spoke model, StratAgile can set up diverse expertise across countries at scale, of quality and a structured operational framework. The operating model can be on varied frameworks with a multi-skilled team - (i) Build-Operate-Transfer, (ii) Manage Only, (iii) Extended Team Operations .