



Job Description

Role: Business Development Manager

Job Profile:

1. Presenting Pineapple to potential clients through direct communication in face-to-face meetings (only when required), online calls, telephone calls and emails
 - Create, manage and maintain accurate and accessible tailored documentation i.e. presentations / proposals to meet clients' needs
 - Ensuring Pineapple remains proactive and responsive to prospective clients
2. Actively and successfully manage the sales process: lead generation, credentials pitch, asking questions, solution pitch, negotiation, close, handover to the account management team or manage the relationship yourself
 - Identify new business opportunities using relevant research tools / sector specific targeting and cold calling
 - Responsible for your own lead generation and appointment setting
 - Be accountable for all client proposals, contracts and any further documentation, following Pineapple procedure
 - Respond to tenders and requests for information in a timely manner
 - Co-ordinate the pitch process by effectively providing a summary of client's marketing needs in order to obtain relevant assessment strategy recommendations from the Pineapple team
3. Keeping abreast of issues affecting branding and design companies and collecting competitor intelligence
 - Participate in trade events, forums to have a better grip on the trends
 - Regularly read, monitor and analyse the digital footprints of the competitor agencies

Estimated time allocation:

- 70% new business pitches, meetings and generating new outbound business leads
- 30% Developing proposals and strategy





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Preferences:

1. Candidate who has worked in agencies/marketing department, or in the domain of concept selling for min. 5 years
2. Is comfortable working from home from her/his own city and is comfortable traveling to clients' offices if and when required
3. Is well connected to the Marketing / HR / Corp Comm fraternity; to ease the process of initiating dialogue

