

## JOB DESCRIPTION

### TITLE: BUSINESS DEVELOPMENT MANAGER

#### COMPANY INFORMATION:

Dual Layer provides a comprehensive and complete solution catering to SMEs. The company was formed in 2005 to provide twice the care, attention and security to the overall IT infrastructure and systems of small to medium businesses. Our customer service and IT competency has enabled us to grow at a rapid rate, allowing us to double in size every year, while retaining over 95% of our clients; Over 80% of our current customers were referred by clients. Our corporate headquarters is located in the Wanchai district. We currently support clients from various parts of the world, with regional offices located in Asia. Our clients' headquarters span such areas as Hong Kong, China, United Kingdom and United States. Our team consists of professionals that possess a strong belief in creating and delivering value added solutions that support a company's business operations. We accredit our growth to the focus we place on our clients' needs, down to the smallest of details. This has resulted in a highly satisfied client base.

DLIT achieves its vision through following a set of values that is built on a solid foundation of honesty, fair business practices, respect towards colleagues, clients and vendors, while striving for professional excellence. Every staff member continually practice and hold to the core values our company was built on: HONESTY, INTEGRITY and RESPECT. We strive to provide a positive and mutually rewarding relationship for our clients, vendors and employees.

#### JOB RESPONSIBILITIES:

Primary focus for our Business Development Manager is to identify, attract and implement strategic relationships with potential client partners, largely small to medium businesses that may benefit from Dual Layer's IT outsourcing solutions. To market and promote DLIT services and solutions to potential clients in a variety of industries including but not limited to the financial, trade, banking, manufacturing, law, insurance, property management and retail industries.

#### Duties and Essential Job Functions:

1. Compiles list of prospective clients for additional business by studying business and telephone directories, investigating industry sites, consulting business associates, and observing business establishments
2. Maintain a database with potential client information
3. Contact prospective clients and explain features and merits of services offered
4. Conduct presentations with business owners, executives and managers
5. Consults internet, newspapers, trade journals, and other publications to research potential clients
6. Reviews market analyses to determine customer needs, volume potential, price schedules, and discount rates
7. Represent company at industry fairs and association meetings to promote business
8. Consistently evaluates customer's present and future needs
9. Utilize excellent product, competitor, and customer knowledge, to act as a local consultant for both internal and external customers
10. Develop sales & marketing plans, establishes strategies and implements with team members as necessary
11. Plans and prepares advertising, promotional material and arranges for newspaper and other publicity
12. Maintains a high level of customer satisfaction through an in-depth knowledge of customer's organization, increasing account dedication, timely communication, and follow-up
13. Confers with department heads to discuss and formulate plans for soliciting business
14. Assists management with clerical, maintenance, business development and client service support as needed
15. Prepares daily reports and documents work activities
16. Performs such other duties and accepts such other responsibilities as are necessary and appropriate for the efficient operation of the agency

#### QUOTA REQUIREMENT:

- A minimum of 50 calls per day
- At least 8 appointments set per week

## **EXPERIENCE REQUIREMENTS:**

### Education & Prior Experience

- A minimum of 2 years experience working for an IT support company in a sales capacity
- A higher education degree with major coursework in business, marketing, management, IT or other related field
- Minimum two (2) full years of work experience in recruiting, account management, new business development, business to business sales, lead generation or trainer/conference speaker
- Prefer prior experience in the Information Technology area: ie support, software development, requirements gathering, project management etc.

### Knowledge

The individual should possess a working knowledge of several of the following:

- Modern business practices
- Sales and new business development in various assigned territories
- Effective customer service procedures
- General business management
- Skilled at acquiring accounts using proven closing methods, procedures and practices

### Skills and Abilities

The individual should possess several of the following skills and abilities:

- Ability to cold call (must genuinely enjoy talking to “new” people everyday)
- Demonstrate persistence and ability to overcome objections
- Ability to work well in a team environment
- Ability to work well under pressure
- Able to quickly adjust to changing needs and demands
- Ability to handle multiple priorities simultaneously
- Ability to constructively negotiate with potential clients in order to obtain new accounts
- Possess excellent organization and time management skills
- Have the ability to present key selling points, benefits, and features, while remaining focused on the prospects needs

### Personality Traits

- Must be able to work independently
- Possess excellent listening skills and articulation, with a strong command of the English language
- Outgoing personality with the ability to talk with a diverse group of people at different levels in an organization
- Must be able to rebound quickly, handle rejection and think quickly on your feet
- A strong multi-tasker with the ability to juggle several high priority tasks

## **WORKING CONDITIONS & REQUIREMENTS**

### Travel Requirements: 20%

- Position requires you to have face to face meetings with clients whenever possible. Reimbursements provided
- Business Development Manager may be required to represent company at events and conferences

### Hours

- Standard Hours: Monday through Friday - 9am – 6pm