



ACT RESEARCH

# Business Development Manager

## Business Development Manager Job Purpose

At ACT Research, we're well aware of the impact our solutions have on the world's leading brands. But we won't rest until everybody knows. We're seeking a qualified business development specialist to extend our reach through expert discovery and exploration of new and untapped business opportunities and relationships. Our ideal candidate will be trusted to dive right in, take the lead, use initiative, and help build ACT's new product segments, providing valuable data and insights for businesses.

Highly skilled at sales and business operations, this person will join a team of like-minded go-getters to achieve our company vision; provide accessible and dependable information to help our customers prepare for the future.

## Objectives of this Role:

- Managing both our existing sales pipeline and developing new business opportunities
- Take a lead role in the development of proposals and presentations for new business materials to create and nurture business opportunities and partnerships
- Identify trends and customer needs, building a short/medium/long-term sales pipeline in accordance with targets
- Develop strategies and positions by analyzing new and recent prospect interactions
- Assist in the coordination and implementation of marketing strategies, and execute tasks that achieve strategic goals
- Track performance, and report metrics

## Daily and Monthly Responsibilities

- Monitor and evaluate industry trends and customer drivers and meet regularly with management to discuss strategy



- Generate new leads, identify and contact decision-makers, screen potential business opportunities, select the deals in line with strategies, and lead and facilitate pitch logistics
- Develop and implement overarching outbound sales and business development strategy, sales processes, structure, and best practices across the company
- Support deal structure and pricing with business value analysis; negotiate prices for proactive bids and proposals
- Maintain and share professional knowledge through education, networking, events, and presentations

### **Skills and Qualifications**

- Successful track record in B2B sales and negotiation
- Excellent verbal and written communication skills
- Working experience with sales in the transportation or commercial vehicle markets
- Proven ability to plan and manage resources

### **Preferred Qualifications**

- Experience with CRM software (i.e., HubSpot)
- Ability to deliver presentations