

# BUILD OHIO

*YOUR FUTURE IN CONSTRUCTION STARTS HERE*

## Business Developer

The primary role of the Business Development Manager is to prospect for new clients by networking, cold calling, advertising or other means of generating interest from potential clients. They must then plan persuasive approaches and pitches that will convince potential clients to do business with the company. They must develop a rapport with new clients, and set targets for sales and provide support that will continually improve the relationship. They are also required to grow and retain existing accounts by presenting new solutions and services to clients. Business Development Managers work with mid and senior level management, marketing, and technical staff. He/she may manage the activities of others responsible for developing business for the company. Strategic planning is a key part of this job description, since it is the business manager's responsibility to develop the pipeline of new business coming in to the company. This requires a thorough knowledge of the market, the solutions/services the company can provide, and of the company's competitors. While the exact responsibilities will vary from company to company, the main duties of the Business Development Manager can include some of the following:

- New business development
- Client retention
- Business development planning

### Education

Business development management positions require a bachelor's degree and 3-5 years of sales or marketing experience. An MBA is often requested as well.

### Other Skills and Qualifications

Networking, Persuasion, Prospecting, Public Speaking, Research, Writing, Closing Skills, Motivation for Sales, Prospecting Skills, Sales Planning, Identification of Customer Needs and Challenges, Territory Management, Market Knowledge, Meeting Sales Goals, Professionalism, CRM, and Microsoft Office.

Wage Averages for Ohio (Bureau of Labor Statistics, 2013)

Hourly: \$29.32

Annual: \$64,110