



**pineappleconsulting**

dikshant bhavan, 2<sup>nd</sup> floor, ioc petrol pump building,  
opp. iit main gate, powai, mumbai – 400 076

# HI! THIS IS YOUR PROFILE

Role: Business Development Manager

Responsible to: Principal, Branding & Strategy

External relationships: Corporate and SME clients to director level on both marketing and corp. comm. teams

Monthly Salary: Commensurate with experience and industry standards

Location: Powai, Mumbai

Main duties of the post:

- You will develop new business relationships, generate and negotiate new income for Pineapple Consulting to an agreed annual target of invoiced revenue, to increase year on year.
- Presenting Pineapple to potential clients through direct communication in face-to-face meetings, telephone calls and emails.
- You will be expected to spend 70% of your time out of the office in meetings.
- Responsible for your own lead generation and appointment setting.
- 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.
- Possess drive, motivation and acute attention to detail in ensuring all sales opportunities to Pineapple are captured and explored.
- You will have individual responsibility for new business, and are expected to self manage; however, you will be part of a growing team of people with the same job title. Support is available by the directors for all pitches and strategies.
- As a representative of Pineapple at industry events and tradeshow, your professional manner and polished appearance will aid your intention of gaining new business leads and contacts.
- Create and be accountable for all client proposals, contracts and any further documentation, following Pineapple procedure.
- A thorough understanding of clients marketing objectives including their Return on Investment (ROI) objectives.
- Responding to tenders and requests for information in a timely manner.
- You will effectively interact with other departments when handing over campaigns ensuring you fully and correctly brief in all aspects of the sale.
- Keeping abreast of issues affecting branding and design companies and collecting competitor intelligence.
- Ensuring Pineapple remains proactive and responsive to prospective clients.

Person Specification

A Pineapple person is...

Part of what makes Pineapple as successful as it is are the highly motivated people who work here and their enthusiasm for branding and design. We recruit individuals whose honesty, integrity, initiative and creative approach to problem solving shines through.

An inspiration to your colleagues, you are tenacious, driven and highly motivated sales professional with a proven record of success in the B2B selling environment with experience of selling to companies at director level, with a strong empathy for people. Hungry for success and with a committed motivation to getting things done, you always place the client at the centre of everything you do.



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## Skills, Knowledge and Experience required:

- Proven success in your sales ability and demonstrable full knowledge of the sales process
- Confident negotiator and ability to 'close the deal'
- Strong client management skills and ability to keep promises
- Capable of hands on problem-solving, with ability to generate ideas and solutions
- A positive and determined approach to researching and analyzing new business opportunities
- Ability to use own initiative and pay close attention to detail
- Ability to cope with competing demands and to prioritize tasks
- Strong communication skills in all forms including written, oral, email, telephone, and presentation
- Excellent organizational and time management skills
- A positive attitude to dealing with people
- Capable of working independently, and having responsibility as an individual
- Functional Competencies required:
- Confidence to present a tailored presentation to potential client team by effectively using a range of presentation skills i.e. body language, voice tone etc.
- Ability to identify new business opportunities using relevant research tools / sector specific targeting and cold calling
- A detailed knowledge of Branding & Design i.e. Explain value of branding and design and benefits in relation to other marketing initiatives
- Ability to identify issues and recommend solutions
- Ability to manage and maintain accurate and accessible tailored documentation i.e. Presentations / proposals to meet clients needs
- Ability to co-ordinate the pitch process by effectively providing the relevant teams with a summary of clients marketing needs in order to obtain relevant assessment strategy recommendations

## Pineapple Competencies to develop while in the role:

- Manage a tailored sales process to achieve targets / KPI's incorporating consultancy
- Co-ordinate a pitch project team in order to deliver a tailored sales pitch to clients
- Confidence in presenting / speaking at industry events / workshops (to audience of 100+) by effectively using a range of presentation skills i.e. body language, voice tone etc.
- Represent Pineapple at industry events and trades shows by clearly demonstrating knowledge and expertise (up to audience of 30+)

## Estimated time allocation:

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

## How to apply:

Please send your detailed resume to [info@pineappleconsulting.biz](mailto:info@pineappleconsulting.biz).