



Business Development Manager

Be Challenged

Position Description

Position Title	Business Development Manager Permanent Full Time
Reports to	Head of Sales
Date Prepared	06/04/24

Role Description

Reporting directly to the Head of Sales and Marketing, the Business Development Manager position is a full-time role focusing primarily on the growth of sales and the client base of Be Challenged. The role encompasses 3 key focus areas with accompanying indicators which are elaborated upon below.

Role Purpose

This role consists of 3 priorities:

1. Business Development
2. Account Management
3. Conversion of opportunities and generation of revenue

Key Stakeholders

External	<ul style="list-style-type: none">• Existing Clients• New Clients• Venues• Agencies/PCO's• Industry Associations
Internal	<ul style="list-style-type: none">• Managing Directors• Head of Sales and Marketing• Head of Products• Event Managers• Sales Executives• Sales and Marketing Coordinators

Performance Area

1	Business Development and Account Management	<p>Tasks</p> <ul style="list-style-type: none"> • Executing the Be Challenged business strategy for growth in Western Australia • Identifying market opportunities through the establishment of a strong network of clients and associates in the Western Australian market • Regularly engaging with this network through exhibitions, meetings, association memberships and events • Building rapport and establishing relationships within all clients, so as to leverage connections and expand the company's client base and market presence. • Anticipating the needs of clients (future, present and past) while consistently and professionally satisfying those needs • Maintaining effective and ongoing relationships with clients, using tools within Salesforce and HubSpot. <p>Indicators</p> <ul style="list-style-type: none"> • Increase referrals from Leverage resellers and venues partners • Develop market entry strategies, and execute effective sales initiatives to penetrate those markets successfully
2	Conversion of opportunities and generation of revenue	<p>Tasks</p> <ul style="list-style-type: none"> • Responding professionally and expediently to all customer enquiries, capturing them in Salesforce where they are considered commercially significant. • Contributing towards the achieving of revenue budgets and business plan objectives • Liaising with operations team to ensure all details and outcomes are achieved for clients. • Developing proposals, letters and presentations for clients as required • Maintaining a proficient knowledge and understanding of Be Challenged products and services in order to meet client expectations and drive sales of a range of programs.

		<p>Indicators</p> <ul style="list-style-type: none"> • Flexibility and creatively generating ideas and solutions for clients. • Actioning all queries and enquiries from clients within the same working day, unless advised otherwise by client. • Maintain a defined standard of conversion rate • Exceed sales targets
3	Marketing Support (Business Development)	<p>Tasks</p> <ul style="list-style-type: none"> • Participating in tradeshows, showcases and familiarisation events as a means to expand our client base and communicate about our programs. • Supporting and championing marketing campaigns • Actioning account-based marketing campaigns where appropriate • Managing preferred venues <p>Indicators</p> <ul style="list-style-type: none"> • 75% attendance rate at tradeshows, showcases and familiarisation events • Contact and follow up all client/potential clients who indicated interested at these events. • Ensure preferred venues have venue specific brochure. • Ensure the Be Challenged operations team are aware of any venue specific policies when going onsite



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The person

Qualification	<ul style="list-style-type: none">• Minimum HSC or Equivalent• Tertiary Qualifications in Hospitality or Events would be preferred but not essential.
Experience	<ul style="list-style-type: none">• Sales or BDM experience desirable.• Existing or established relationships/networks in the desired region highly desirable
Skills and Knowledge	<ul style="list-style-type: none">• Team oriented.• Adaptable and flexible• Confident and growth mindset oriented• Customer and client focussed• Strong ability to build relationships.• Strong written and verbal communication skills• Good listening skills• Results oriented.• Adept at priority management skills• Detail oriented• Competitive by nature• A team player



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