

Business Development Executive - Water & Instruments

Introduction:

A business development executive helps in boosting a company's business and sales by finding new clients and opportunities. BDE utilise research and marketing to analyse customer needs and coordinates with the sales team to create an effective sales strategy to promote new products. BDE monitors sales and track relevant KPIs to evaluate the business strategy and optimise it for more sales. Business development executives leverage marketing tactics and outreach for lead generation and use their negotiation skills to build long-term relationships and close contracts with potential clients.

Key Responsibilities:

1. Market Research and Analysis:

- Conduct thorough market research to identify potential clients, market trends, and opportunities within the water and instrument sectors.
- Analyse competitor activities and market conditions to develop strategies that differentiate our offerings.

2. Business Development Strategy:

- Develop and implement comprehensive business development plans aligned with company objectives and revenue targets.
- Identify and prioritize key accounts, partnerships, and opportunities for growth.
- Build and maintain strong relationships with key stakeholders including decision-makers.

3. Sales and Lead Generation:

- Drive sales activities to achieve or exceed sales targets through lead generation, prospecting, and conversion.
- Manage the entire sales process from prospecting to negotiation and closing deals.
- Prepare and present proposals, quotations, and contracts to potential clients.
- Co-ordinating with sale team on daily basis, record keeping of all reports.

4. Product and Service Promotion:

- Promote company products and services effectively to prospective clients.
- Educate clients on the benefits and technical specifications of our water and instrument solutions.
- Participate in industry events, conferences, and exhibitions to increase brand visibility and network with potential clients.

5. Collaboration and Coordination:

- Collaborate closely with internal departments such as engineering, operations, and marketing to ensure seamless execution of projects and initiatives.
- Coordinate with technical teams to customize solutions based on client requirements.

6. Reporting and Forecasting:

- Prepare regular reports on sales performance, pipeline status, and market feedback.

- Provide accurate sales forecasts and contribute to budget planning and strategy formulation.

Required skills and qualifications:

- Bachelor's degree in Instrumentation and Control (IC) Eng., Electronics and Communication (EC) or a related field.
- 2-5 years proven experience in business development or sales within the water and instrument sectors.
- Strong understanding of instrumentation, and related products like Water Flow Meter, Electromagnet Flow Meter, Air Flow Meter, Due Point Meter & Other Measuring Instruments, Pollution Related Instruments etc
- Excellent communication, negotiation, and presentation skills.
- Ability to travel as needed to meet clients and attend industry events.
- Proactive attitude with a strong focus on achieving results and exceeding targets.
- Ability to work independently and as part of a team in a fast-paced environment.