

Technology : ERP

Position : ERP Business Development (Junior / Senior)

Expertise : Business Development

Payroll Type : Permanent

No. of. Positions : 03

Relevant Experience (In Years) : 1 To 5

Implementations/Migrations : -

Notice Period (In Days) : Immediate To 15 Days

Budget : As Per Industry

Qualification : Bachelor's Degree (any) mandatory, Masters (any) would be an added advantage.

Base Location : Pune

Client Location : Pan India

Job Descriptions:

Role:

We are seeking a dynamic and results-driven Business Development (Junior / Senior) to fuel our growth within the ERP solutions market. In this role, you will be instrumental in developing and executing targeted lead generation programs to identify and nurture potential clients. You will work closely with the Sales and Marketing teams to build a robust pipeline of qualified opportunities, acting as a key bridge between market interest and our expert sales force.

Key Responsibilities:

- Develop, execute, and manage multi-channel lead generation and nurturing campaigns (including outbound calls, email, and social selling) to target key market segments.
- Proactively prospect, qualify, and follow up on inbound and outbound leads to identify potential ERP opportunities, setting qualified appointments for the sales team.
- Collaborate with sales leadership to define target markets, ideal customer profiles, and effective outreach strategies.
- Initiate and participate in new business pitches, effectively articulating our ERP value proposition, and own the initial follow-through with prospective clients.
- Develop and maintain a deep understanding of our ERP solutions and the competitive landscape to engage in meaningful conversations with prospects about business challenges.
- Build and maintain strong relationships with prospects through consistent, concise, and accurate communication.
- Meticulously track and report on lead generation activities and campaign performance using our CRM system.

Desired Experience and Qualifications:

- 1-5 years of experience in a lead generation, business development, or inside sales role, preferably within the B2B software/IT services sector (SAP/ODOO experience is a significant plus).
- Proven experience working in a target-driven, metric-oriented environment.
- Demonstrated experience with global markets and an understanding of diverse business cultures.
- Hands-on proficiency with LinkedIn Sales Navigator and other social selling tools for prospecting.

Skills and Competencies:

- Exceptional Communication: Outstanding written and verbal communication skills, with the ability to engage C-level and senior management executives.
- Quick Learner: A self-motivated individual with a proven ability to quickly grasp complex business processes and technical concepts related to ERP systems.
- Strategic Prospector: Ability to understand the business and technical drivers behind ERP investment and translate them into compelling value propositions.
- Collaborative Team Player: Ability to work effectively both independently and as part of a collaborative sales team.
- Results-Oriented: Strong problem-solving mindset with impeccable attention to detail and a commitment to meeting deadlines and exceeding targets.