

## Business Development Manager- Sales & Marketing

Job Title	Business Development Manager- Sales & Marketing		
Division	Sales and Marketing Division		
Department	Sales and Marketing Management Department		
Section	Sales and Marketing		
Location	IBU-Kuwait	Direct Reports	
Reports To	Manager - Sales & Marketing	Version Number	1
External Relations		Guide Number	7702
Internal Relations	All Departments	Job Code	

### Basic Function

Assist the company to grow and expand by reaching existing and new customers and developing new business avenues by creating a valuable corporate image, and keep developing a new investment products and opportunities, Manage and develop the Sales Team to maintain and grow profitable revenue via the sales channel, Fully understand, drive and promote SMSA vision, culture and value

### KEY Responsibilities

#### Core

- Manage and achieve revenue budget for the country
- Contribute directly towards country notional results by ensuring growth and increasing market share as planned
- Create new ideas for developing new or current businesses
- Stay current with the online marketing environment and adapt their strategy and to keep pace with the competition in the field
- Manage and develop a portfolio of prospect / existing major customer through building strong relations and communication to ensure that customer needs and revenue objectives are recognized and met
- Monitor, manage, and guide the Sales team to achieve their individual and team sales targets
- Deployment of sales strategies and enabling tactics, driving both acquisition and retention of revenue through the sales channel
- Assist in establishing customer agreements and ensure that pricing guidelines are always applied and profitability targets for customers are met
- Gather pipelines from sales department across the organization, assist and support sales team for successful business deals
- Ensure all sales processes are complete, uploaded on GUIDE, implemented in Sales channel and monitored for compliance
- Drive continuous improvement of country capabilities through market information and/or action items of sales audit
- Ensure customer database quality is maintained by the Sales force and all the information is available in SIBEL

- Monitor market and competition, take appropriate actions that will reduce or eliminate any business risk within the framework of the Company strategy objectives and/or procedures
- Coordinate with other internal departments for any issues or developments (IT, Operation, CS and others)
- Analyze customer performance and trading commitments
- Review of existing and new contracts and/or contracts amendments
- Maintain direct contact levels with strategic and major account customers
- Ensure service quality is maintained and service issues are addressed promptly to maximize customer satisfaction and retention rates
- Ensure self and team meet deadlines and department objectives
- Monitor staff performance and ensure timely production/submission of all sales-related report on performance and KPIs as agreed
- Problem-solving for team
- On the job coaching, training, and development of Sales team
- Problem-solving for team
- Support and Assist Sales Manager and or Country Management in market research, product planning and implementation where required
- Performs other assignment as required by the Sales Manager or CGM

#### HR & Administrative

- Ensure all budgeted positions are hired on timely manner
- Recruit, train, and motivate the Sales Staff to ensure necessary quality and quantity of staff are deployed to meet department's objectives and maximize customer satisfaction
- Recommend promotions for employees who consistently exceed performance expectations and satisfy other requisite criteria
- Preparation and development of any training needed
- Adapt to reporting to KPI requirements of each functional area
- Identifies, recommends, and organize internal or external coaching, training requirements for the Sales team

#### Team Supervision

- Ensure the team accomplishes their daily sales-related tasks
- Supervise and guide individuals of the team to meet tight deadlines and accomplish their individual objectives
- Ensures each member of the team is in compliance to all the company standards, process and/or policies at all times
- Conduct all individual KPIs and performance reviews

#### Planning

- Contribute to the creation, calculation, and implementation of the country sales budget and forecast.
- Resource planning
- Strategic planning for revenue and growth
- Staff training and development

- Annual Operating Plan
- New product or product development

## General

- Overall management and supervision of SMSA Sales-related operations
- Ensure efficient and effective flow of the sales processes within SMSA
- Development review recommendations for improving Sales policies
- Coordinate with related departments to solve any issues
- Ensure the staff exhibit high-levels of integrity and ethical behavior
- Prepares annual plan of business development
- Develop & enhance existing product
- Manage and achieve/exceed new business development target of the area of specialization

## EHS

- Understand and adhere to the company's environmental and safety policies.
- Regularly attend safety training and awareness sessions.
- Always use personal protective equipment (PPE) where required.
- Immediately report any environmental or safety concerns.
- Actively participate in emergency drills and respond as trained.
- Be aware and comply with all legal requirements related to environmental health and safety.
- Encourage colleagues to adopt safe and environmentally friendly practices.

## Competencies - Professional and Technical

### Behavioral Competencie

Adaptability	Level 3
Conflict Management	Level 3
Continuous Learning	Level 3
Decision Making	Level 3
Influence	Level 3
Networking/Relationship building	Level 3
Planning & Organizing	Level 3

### Technical Competencie

Internal Audit Compliance Knowledge	Intermediate
Knowledge in Consultative Selling Approach	Advanced
Learning & Development Knowledge	Intermediate
MS Office (Excel, Word, PowerPoint, Visio, Outlook) Knowledge	Intermediate
Product Knowledge	Advanced

### Competencies – EHS

Knowledge of basic environment health and safety requirements  
EHS corporate objectives awareness  
Awareness of EHS requirements in the QEHS management systems  
Have attended EHS awareness training (if applicable)  
Awareness of Environment Health Safety incident reporting

### Organizational Competencies

Intermediate

*\*Refer the Organizational Competencies Dictionary in GUIDE (Doc# 6244)*

### Decision Making

Staff Related Issues  
Contract and pricing level  
Target setting  
Cost Control as per Budget  
Purchasing Items as per authority matrix

### Key Performance Indicators (KPIs)

Abide by the goal setting forms (Individual KPI'S) of the current financial year

### Qualification : Education and Experience

Bachelor's Degree (Preferred specialization in their field of work).( Those in finance/ accounting jobs must be a CPA or equivalent.). At least five (5) years of relevant work experience, 2 years of which should be in managerial capacity, preferably in the same industry.

or

Diploma, certificate courses with over 8 years industry experience of which at least 2 years has been in management position

or

Diploma, certificate courses with over 10 years industry experience of which at least 4 years has been in

Supervisory position

\*Note: Industry Experience wherever its applicable

Date Of Release

Prepared By:	Reviewed by:	Approved by:	Endorsed by:
Updated by:	Date:	Approved by:	Date:
Employee Name:			

I hereby confirm my utmost commitment in fulfilling all the requirements including above and any amendment to this document.  
Management reserves the right to amend the Job description at any time without prior notice.

Signature:	Date: