

Company - Success Pact Consulting Private Limited
Job Title – Senior Business Development Executive
Location - Noida, Uttar Pradesh
Job Type - Full-time (Work from Office – 5 days in a week)
Required Experience – 1 - 3 Years

Position Summary

The “Senior Business Development Executive” will be responsible for driving business growth by generating high-quality leads, conducting market research, and developing strategic outreach initiatives. This role involves managing the entire business development process, including prospect identification, needs assessment, proposal creation, and contract negotiation. Additionally, the executive will leverage industry insights to position the brand effectively in the market, ensuring competitive and client-aligned service offerings. The role requires a proactive, results-driven individual with a deep understanding of the recruitment industry and a proven track record in securing long-term client partnerships.

Responsibilities

- **Lead Generation:** Proactively Identify Prospects: Utilize various channels such as online platforms, industry events, and professional networks to identify and qualify potential clients who require recruitment services.
- **Build and Maintain a Lead Pipeline:** Develop a consistent pipeline of high-quality leads by continuously sourcing new business opportunities and nurturing relationships with potential clients.
- **Outreach Strategies:** Implement and refine outreach strategies, including email campaigns, cold calling, and LinkedIn messaging, to engage with prospects and generate interest in our recruitment solutions.
- **Industry Analysis:** Conduct thorough research on industry trends, competitive landscape, and market dynamics to stay informed about the latest developments in the recruitment industry.
- **Client Needs Assessment:** Analyse the specific needs and challenges of target clients by studying market data and client feedback, ensuring that our services are tailored to meet their demands.
- **Benchmarking and Best Practices:** Identify and adopt industry best practices by benchmarking against competitors, ensuring that our offerings remain competitive and aligned with market expectations.
- **Client Engagement:** Actively engage with prospective clients through meetings, presentations, and negotiations to understand their recruitment needs and propose tailored solutions.
- **Proposal Development:** Create customized business proposals that highlight our recruitment services, value proposition, and competitive advantages, ensuring alignment with the client's specific requirements.
- **Contract Negotiation:** Lead negotiations to finalize contracts, securing new business agreements that contribute to the company's revenue growth and long-term client relationships.
- **Trend Monitoring:** Stay up-to-date with emerging trends, technologies, and shifts in the recruitment and HR sectors to anticipate client needs and adjust strategies accordingly.
- **Client Insights:** Gather insights on client preferences, industry challenges, and market gaps through continuous interaction with clients and market observation, using this information to enhance our service offerings.
- **Brand Positioning:** Contribute to positioning our brand as a leader in the recruitment industry by understanding and leveraging market insights to shape our marketing and business development strategies.

What is Required

- Proven experience in business development or sales within the recruitment industry, with a track record of successful lead generation and client acquisition.
- Must have good written and verbal communication skills
- Knowledge of Office automation tools (MS Office etc.) for proofreading, editing and formatting
- Technical qualification preferred (MBA required, preferably with a focus on marketing, sales, or a related field.)
- Self-confidence and self-starter, Self-motivated and results-driven, capable of working independently.
- Effective time management and relationship building abilities

If you are a motivated and results-driven professional with a passion for business development in the recruitment industry, we invite you to join our dynamic team. At Success Pact, you'll have the opportunity to make a significant impact, grow your career, and contribute to our continued success. Apply now to be part of a company that values innovation, excellence, and collaboration.