

## Business Development Executive

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Company: BusinessGhana

Location: Adenta Municipality

Category: other-general

Degree in marketing, business administration, or similar. Extensive sales experience. Intuitive and insightful, particularly regarding human behavior. Ability to generate revenue by identifying pain points and suggesting suitable products or services. Professional yet affable disposition. Neat, well-groomed appearance. Great networking skills. Excellent written and verbal communication. Resourceful, with outstanding research skills. Emboldened by challenges. Must be result oriented

We are looking for a resilient, empathic business development executive to contribute to the growth of our company. Business development executives are responsible for finding and retaining clients, encouraging extant clients to purchase added products or features, and remaining abreast of changes in consumption. You will also be required to build capacity in staff through regular training and mentorship.

Execute the sales strategy by targeting clients in identified locations.

To aggressively acquire profitable SME customers

Develop business opportunities by following up leads generated.

Conduct cold calling in a planned manner, focusing on potential high value prospects.

Proactively identify and follow-up on new business in order to increase market share.

Provide an outbound/mobile primary point of contact to potential customers by identifying their needs and recommending appropriate solutions.

Market and provide information on products and services to customers.

Ensure all clients have their major transactions done with Bluestone.

Follow-up post sales to ensure that customer needs have been met.

Provide additional information to ensure support on the product, and identify problems.

Properly on-board new clients as per the on-boarding process and complete a thorough handover of new clients to Service Advisor's portfolios.

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#### **Cross References and Citations:**

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