

# PSCL Job Description

Job title	<i>Business Development Manager</i>
Reports to	<i>Vice President – Sales</i>

## 1. Job purpose

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The Business Development Manager contributes to the success of the organization by identifying, developing, and executing technology growth strategies for the North American cement sector. This position involves analyzing market trends, understanding customer needs, and fostering relationships to drive business expansion. The Business Development Manager collaborates with cross-functional teams to ensure the successful implementation of business plans and achievement of revenue targets.

## 2. Duties and responsibilities

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### *Market Analysis*

- Conduct thorough market research to identify opportunities and trends in the sector.
- Analyze competitors and industry benchmarks to inform strategic decision-making.
- Stay informed about regulatory changes, technological advancements, and other factors influencing the market.

### *Business Strategy*

- Develop and implement comprehensive business development strategies for the market.
- Collaborate with senior management to define short and long-term business goals.
- Identify new markets, product/service offerings, and partnership opportunities to drive growth.

### *Customer Relationship Management:*

- Build and maintain strong relationships with key industry clients and stakeholders.
- Understand customer needs and provide solutions that align with company offerings.
- Act as a liaison between customers and internal teams to ensure customer satisfaction.

### *Sales and Revenue Generation:*

- Meet or exceed sales targets through effective business development strategies.
- Negotiate contracts, and close deals with industrial clients.
- Monitor and report on sales performance, providing insights for continuous improvement.

### *Cross-Functional Collaboration:*

- Work closely with development, marketing, and customer support teams to align business strategies.
- Provide input on product/service enhancements based on market feedback.
- Collaborate with internal teams to ensure seamless delivery of products/services to clients.

### *Risk Management:*

- Identify potential risks and challenges in the market and develop mitigation strategies.
- Monitor and assess the impact of external factors on business development initiatives.

#### *Budget Management:*

- Manage budgets related to business development activities.
- Ensure cost-effective strategies for achieving business goals.

## Qualifications

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#### *Education*

- Bachelor's degree in business, marketing, engineering or related field

#### *Knowledge, Skills & Abilities*

- Strong understanding of industrial markets, trends and customer needs
- Ability to analyze complex data and make data-driven decisions
- Demonstrated ability to work collaboratively in a cross-functional team environment
- Proactive and results-oriented, with a track record of achieving and exceeding targets
- Excellent communication, negotiation, and interpersonal skills

#### *Proficiency in the use of computer programs for:*

- Proficiency in the use of CRM

#### *Experience*

- Proven experience in technical, industrial or business sales development
- 2+ years of developing & maintaining customer relationships
- 3 years managing projects with software installations
- 3 years working with the cement, aggregate (or similar) industry would be an asset
- 1-2 years installing and supporting technical solutions would be an asset

## Working conditions

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- Work in an office environment, with frequent travel
- Regular visits to North American industrial plants/terminals
- Work a standard 40-hour work week, but may be required to work overtime hours
- Must be willing/able to travel up to 50% of time, possess valid Canadian passport, Nexus-an asset

## Physical requirements

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- May be required to stand for extended period of time during trade shows or sales presentations

Approved by:	
Date approved:	
Reviewed:	