



Job Code: IND7-0011	Job Title: Senior / Business Development Manager	
Job Grade:	Job Family Group: Sales	Country: India
Job Level:	Job Family: Field Sales	Rev Date: 1st July, 2015

Job Summary:

The BDM is the main interface between TechData Customers and Suppliers including the end customer of the Partner. The BDM has overall responsibility for achieving the sales and profit targets for the related product groups and creating the highest return for both TechData and the supplier. BDM is primarily responsible for business expansion in support of the supplier sales strategy. Develops and maintains business relationship by providing solutions in product line/s to achieve a defined strategy and business financial objectives. The BDM is responsible for the complete sales cycle with an aim to maximizing revenue, Net Gross Profits and Customer satisfaction by developing deep relationships with key people in the supplier organization, partners and end customers. Will be responsible for handling suppliers independently clearly focusing on delivery top class value added services.

Principal Responsibilities:

Planning

- Create business plans for the supplier product group and associated services.
- Create territory plans for the Account Management teams to focus on achieving the maximum levels of revenue and margin, achieving industry leading partner satisfaction and meeting or exceeding quarterly targets.
- Development and implementation of sales enablement programs for TechData and partners.
- Develop Market Communication along with the Marketing team specific to the Brand within the Product Group.
- Development and implementation of marketing programs to support product group objectives.
- Responsible for effective planning, including inventory turns, inventory fulfillment and inventory obsolescence minimization.

Execution

- Implementation of business plans that achieve agreed supplier revenue targets and generate the planned profit outcomes.
- Achievement of revenue plans by brand and by market segment.
- Co-ordinate prices from suppliers, including discount structures, rebates, special price clearances, etc.
- Work with Partners to develop sales competencies and help close deals through “hands on” involvement and coaching. This will from time to time include working directly with end user customers along with a Partner.
- Work closely with Account Management team to develop and deliver Technical presentations for customers and provide basic Pre-Sales Support to ensure sales in a professional and effective manner.
- Drive and review opportunity pipeline with each partner.

- Track and initiative specific sales program designed to build sales pipelines for both TechData and the Partner.
- Working closely with the Account Management Team assess the skills of the business partner across their sales and technical staff and where deficiencies exist, arrange the necessary training to be delivered by TechData to the Vendor.
- Ensure branding message is consistent in all marketing material related to the Product Group.
- Coordinate with Supplier for Partner Technical & Sales Training on new product/s and/or technologies.
- Coordinate the various functions within TechData in order to deliver the outcomes agreed in each product plan.
- Ensure that executive business relations between supplier and partners are of the highest order, are proactive and that the engagement is continually monitored so that new initiatives can be introduced as required.
- Ensuring highest and continuously improving levels of vendor and partner satisfaction.

Administration

- Maintenance of an accurate pipeline by product/s within the group.
- Achieves and maintains sales certifications for relevant product groups when required
- Works with Sales Support and Sales Operations to provide support where necessary to ensure timely logging in of orders and billing.
- Adhere to TechData policies and compliance requirement.
- Measurement and maintenance of critical product group performance data in order to ensure that TechData meets its Supplier commitments and fully leverages all commercial opportunities for rebates and other vendor investment initiatives.
- Business forecasting and business planning for product groups with Suppliers.
- Provision of various reports for the purposes of commercial decision making.

Knowledge and Skills:

- Expert Knowledge of TechData's Products, Solutions and Services within the designated product lines
- Knowledge to deliver strategic solutions for specific brand, identify new partners, suppliers, or end customers for a portfolio of the most complex accounts.
- Excellent written and oral business communication skills
- Excellent Computational Skills
- Business Acumen
- Build High Customer Satisfaction (Internal and External)

Experience:

- Minimum 4 to 10 years of experience within IT Industry with at least 2 to 8 in handling products or solution sales.
- Must have experience in channel management and Supplier relationship management
- Relevant vendor/product sales certifications are an added value

Education/Certification:

- University Degree or equivalent from which comparable knowledge and job skills can be obtained.

Distinguishing Characteristics:

- Technically oriented to gain expert to masters knowledge on products and solutions.
- Exhibits the ability to interface with the outside sales customer

- Excellent planning, leadership and team management skills
- Demonstrates initiative and passion to excel
- Demonstrates high integrity levels

Competencies:

- Business Acumen
- Problem Solving
- Priority Setting
- Planning
- Time Management
- Drive for Results
- Customer Focus
- Interpersonal Skills
- Personal Learning & development

The above statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties and skills.