

# Career Profile: Business Development Manager



Business Development Managers identify and generate new business opportunities and build long term relationships with clients by promoting the business to new and existing clients whilst supporting the sales and marketing operations. They look for new markets, new partnerships and new ways to reach existing markets to increase company revenue.

In the construction industry, BD Managers work across residential, civil and commercial and may manage development projects on behalf of the company. They also liaise with clients, consultants and other parties to coordinate an outcome and tend to be sales and marketing focused.

## What would my working day look like?

Some of the tasks you may complete are:

- ▶ Developing growth strategies and plans, by identifying and mapping business strengths and customer needs
- ▶ Managing and nurturing relationships with existing customers
- ▶ Attending networking events and hosting stands at exhibitions and conferences
- ▶ Researching prospects, cold calling potential customers and responding to incoming leads to increase your client base
- ▶ Following industry trends locally and internationally
- ▶ Research organisations and individuals to identify new leads and potential new markets
- ▶ Present solution-based outcomes in the form of a proposal to potential clients
- ▶ Planning and overseeing new marketing initiatives
- ▶ Work towards achieving agreed company targets and plans
- ▶ Establish and maintain accurate and up to date client information in a regular timely manner using the corporate CRM system

## I might enjoy this job if:

- ▶ I have good selling, negotiating and influencer skills
- ▶ I am a people person and can develop rapport with people quickly
- ▶ I am extroverted
- ▶ I am creative and self-motivated
- ▶ I am good at Maths, English, public speaking, business studies and accounting

## Working conditions and hours

Your time will be split between being in an office for meetings, administrative duties and face to face catch up's and being on the road travelling to meet with prospective or existing clients and attending events. You will generally work regular business hours, however, will be expected to work after hours and weekends when required. The job can be quite stressful and demanding at times to meet deadlines and targets. You will generally work full-time (46+ hours per week).

## How do I become a Business Development Manager?

To be a BD Manager, you often need to have formal qualification and/or extensive experience in sales as you will be expected to sell the company's products and meet targets. You may like to complete a Certificate III in Business to Business Sales through a Registered Training Provider or as a traineeship. You can then progress into the Certificate IV in Business Sales or move into the marketing area.

Alternatively, you can follow a University pathway into business, economics, finance or marketing. Contact individual University Business schools to check if they have any pre-requisites before selecting your Year 11 subjects and before applying to a program.

## Future pathways and opportunities

With further experience and training your career could lead you to become an Acquisition Manager or Senior BD Manager overseeing the BD/sales department of an organisation.

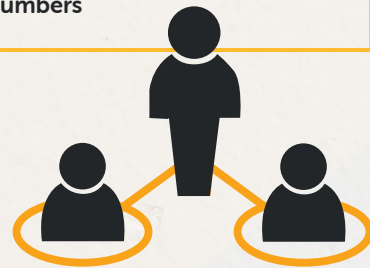
### Average Pay

Up to **\$2,224** per week, depending on your qualifications and experience.

(Source: Job Outlook)

### What skills and personal qualities do I need?

- ▶ Strong communication both oral and written, presentation and networking skills
- ▶ Good organisational and time management skills
- ▶ Ability to work autonomously
- ▶ Solid leadership and management skills
- ▶ Good interpersonal skills
- ▶ A good grasp of numbers



## Next Steps

Further information can be found at:

- ▶ Jobs and Skills WA – [www.jobsandskills.wa.gov.au](http://www.jobsandskills.wa.gov.au)
- ▶ Australian Apprenticeship Pathways – [www.aapathways.com.au](http://www.aapathways.com.au)
- ▶ Australian Apprenticeship Support Network Providers – [www.australianapprenticeships.gov.au](http://www.australianapprenticeships.gov.au)
- ▶ Job Outlook – [www.joboutlook.gov.au](http://www.joboutlook.gov.au)