

## JOB DESCRIPTION

**Job Title**  
BDM

**Department**  
Sales

**Typically reports to**  
Director Sales & Marketing

**Date**  
April 2015

**Typical direct reports**  
None

### Basic Purpose

To expand QDI relationship with strategic key accounts/Institutions and drive organization's revenue objectives.

### Job Accountabilities

- Establish productive & professional relationship with key stakeholders like CXO/CEO/MD/HOD's of the strategic accounts
- Coordinate with sales & service delivery team to meet strategic account objectives & customer's expectations
- Enhance penetration of QDI business in strategic accounts to meet the business objectives
- To effectively manage negotiations during the contracting & prices in accordance with overall sales strategy
- Proactively lead the strategic account planning process that develops performance objectives, financial targets & profitable sales volume in assigned accounts
- Design & create new business opportunities by closely working with sales team & admin staff of the hospital
- Monitor & support in implementing key marketing programs in association with sales team in the assigned accounts
- Be deeply knowledgeable about the market, customers, competitors and products in order to sell solutions and deliver exceptional customer value to predefined customers effectively

### Key job requirements

#### Competencies

- 1) Stakeholder management capabilities
- 2) Account management & tactical planning capabilities
- 3) KOL management
- 4) Business planning and Analytics
- 5) Co-ordination & team building skills
- 6) New Business Development

#### Skills:

- 1) Excellent written & verbal communication skills
- 2) Influencing skills
- 3) Strong analytical and problem solving skills
- 4) Big picture orientation

#### Behavioural:

- 1) Passion to drive business results
- 2) Ability to listen and engage
- 3) Personal credibility/gravitas to command respect from the team/wider business and clients alike

The above statements describe the general nature and level of work performed by people assigned to this job. This is not an exhaustive list of all duties/responsibilities incumbent may perform.

### Job Requirements

Incumbent should possess the knowledge, skills and experience usually obtained by:

[All requirements are subject to possible modifications to reasonably accommodate individuals with disabilities.

**Qualifications**

- Bsc, B.Pharma/M.Sc & or MBA/Masters in management, with high technical selling experience
- 8 -15 years of sales experience

**Experience:**

- 5-10 years of key account management experience in B2B environment
  - Has experience of building relationship with CEO/CXO/MD/HOD level of administrators
  
  - Experience of obtaining new key accounts and managing them strategically with long-term partnership and investment objectives
  - Experience in govt tenders & public sector is desirable
  - Demonstrated ability to work in a high performance matrix based structure demonstrating, team-working and leadership skills.
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