

Business Development Manager - Exhibition Stall Design

Position Overview: The Business Development Manager (BDM) for Exhibition Stall Design plays a crucial role in driving sales growth and expanding the client base for the company's exhibition stall design services. This role involves identifying business opportunities, building relationships with potential clients, and developing tailored solutions to meet their exhibition requirements. The BDM reports to the sales or marketing director and collaborates closely with the design and project management teams to ensure client satisfaction and successful project delivery.

Key Responsibilities:

- Business Development:
 - Identify and prospect potential clients in various industries who require exhibition stall design services.
 - Research market trends, industry events, and competitor activities to identify opportunities for business growth.
 - Develop and implement strategies to penetrate new markets and expand the company's client base.
- Client Relationship Management:
 - Build and maintain strong relationships with existing and prospective clients through regular communication and meetings.
 - Understand clients' exhibition objectives, budget constraints, and design preferences to tailor proposals and solutions accordingly.
 - Act as the primary point of contact for clients, addressing inquiries, Providing updates, and ensuring their satisfaction throughout the project lifecycle.
- Proposal Development and Presentation:
 - Prepare and deliver compelling sales presentations, proposals, and pitches to showcase the company's capabilities and win new business.
 - Collaborate with the design team to develop creative and innovative concepts that align with clients' branding and marketing objectives.
 - Negotiate terms, pricing, and contracts with clients to achieve mutually beneficial agreements.
- Sales Forecasting and Reporting:
 - Forecast sales targets and track performance against goals, regularly reporting to management on progress and challenges.
 - Utilize CRM software to maintain accurate records of client interactions, sales activities, and opportunities.
 - Analyze sales data and market feedback to identify areas for improvement and refine sales strategies.

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Corporate Address: 139 - 146, Andheri Industrial Estate, Andheri (W), Mumbai - 400053.

- Collaboration and Coordination:
- Work closely with internal teams, including designers, project managers, and production staff, to ensure seamless project execution.
 - Provide clear and comprehensive briefs to the design team based on client requirements and feedback.
 - Coordinate with operations and logistics teams to ensure timely delivery and installation of exhibition stalls at event venues.

Qualifications and Skills:

- Bachelor's degree in business administration, marketing, or a related field; additional qualifications in design or events management are advantageous.
- Proven experience in business development, sales, or account management, preferably within the exhibition, events, or creative industries.
- Strong understanding of the exhibition industry, including trends, key players, and best practices.
- Excellent communication, negotiation, and presentation skills.
- Ability to build rapport and credibility with clients and stakeholders at all levels.
- Results-oriented with a track record of meeting or exceeding sales targets.
- Self-motivated, proactive, and able to work effectively both independently and as part of a team.
- Proficiency in CRM software, Microsoft Office Suite, and other relevant sales and marketing tools.

The role of Business Development Manager for Exhibition Stall Design requires a dynamic and proactive individual who can drive sales growth, build lasting client relationships, and contribute to the overall success of the company's business development efforts in the exhibition industry.

Experience: 5+ Years

Salary range as per experience and industry standards.