

Dear Job Aspirant,

We wish to connect with you for below position of **Manager- Business Development**

* Designation**:** Manager- Business Development
* Qualification: Masters in Business Administration or equivalent
* Location: Pune
* Experience: 8+ years

**Company Profile :**

As a leading Engineering and R&D tech company, Softdel specializes in end-to-end, Chip-to-Cloud IoT solutions that drive innovation and empower businesses to excel in an interconnected world. With deep expertise in connected devices, Softdel is uniquely positioned at the source of data, enabling us to harness actionable insights for powerful AI applications. By embedding intelligence directly at the data source, we provide industries with a strategic advantage, fostering AI-driven solutions that optimize both performance and sustainability. At Softdel, we empower global enterprises and OEMs to navigate their AI journey with confidence by leveraging our extensive expertise in IoT, Cloud, Data Analytics, and Product Engineering Services. We specialize in unlocking real-time data from machines and equipment, transforming trapped data into actionable insights that drive efficiency and sustainability.

For more information, visit [www.softdel.com](http://www.softdel.com). Follow on [LinkedIn](https://www.linkedin.com/company/softdel/) and [Twitter](https://twitter.com/softdelsystems?lang=en).

**JOB Description:**

**1. Sales and Business Development**

* Develop and execute strategic sales plans to achieve revenue targets and market share goals.
* Identify and pursue new business opportunities within target industries and geographies.
* Build and manage a robust sales pipeline, from lead generation to deal closure.
* Understand client requirements and propose customized solutions to address their business challenges.

**2. Client Relationship Management**

* Establish and maintain strong relationships with key decision-makers and stakeholders in client organizations.
* Act as a trusted advisor to clients, ensuring high levels of satisfaction and retention.
* Collaborate with delivery and technical teams to ensure seamless execution of projects and services.

**3. Market Analysis and Strategy**

* Conduct market research to identify industry trends, competitor activities, and emerging customer needs.
* Provide insights and recommendations to refine sales strategies and offerings.
* Position the company as a preferred IT services provider through effective branding and client engagement.
* Possess in-depth knowledge of the IT/IoT industry trends, technologies, and competitive landscape

**4. Team Collaboration and Reporting**

* Work closely with pre-sales, marketing, and delivery teams to develop compelling proposals and presentations.
* Prepare and present sales forecasts, performance metrics, and progress reports to senior management.
* Mentor and guide junior team members to enhance overall team performance**.**
* Experienced in implementing secure development methodologies, ensuring robust protection of sensitive data and systems integrity

**Qualifications and Skills**

* Experience: 8-12 years of proven experience in sales and business development within the IT services industry – preferably selling to High-Tech customers in areas of Cloud, Analytics, AI/ML services and solutions.
* Education: Bachelor’s degree in Engineering. An MBA is a plus.
* Technical Knowledge: Understanding of IT services such as software development, cloud computing, analytics, cybersecurity, IoT, or AI.
* Skills:
  + Strong negotiation and communication skills.
  + Ability to manage multiple accounts and prioritize tasks effectively.
  + Proficiency in CRM tools and sales analytics platforms.
  + Analytical mindset with a focus on problem-solving and solution selling.
* Personal Attributes: Goal-oriented, self-motivated, and adept at working in a fast-paced environment.
* Should have ready B1 visa

Regards,

HR Team – Softdel Systems

Email: - [careers@softdel.com](mailto:careers@softdel.com)

Website: - [www.softdel.com](http://www.softdel.com)