



## RECRUITING FORM/JOB DESCRIPTION

<b>Job Title:</b>	<b>BUSINESS DEVELOPMENT OFFICER</b>
<b>Department:</b>	Sales and Marketing
<b>Reports To:</b>	Manager, Business Development
<b>Location:</b>	Lekki Phase I, Lagos, Nigeria
<b>Budgeted position?</b>	Yes
<b>Employment type:</b>	Permanent

### Main Purpose of Role

Our Business Development Officer will be responsible for increasing sales and profits. This is achieved by developing new business strategies based on research and building relationship with new and current clients. The successful hire will also analyze financial data and implement new budgets or strategies to reduce costs.

### Key Responsibilities

1. Develop in depth knowledge about business development practices, marketing activities for and prospective clients
2. Develop strong customer relationships to generate high volume of prospective clients
3. Manage customers calls and appointments effectively for new opportunity
4. Develop creative strategies to retain the clients including interviewing them to take their feedback and incorporate it into the growth plan
5. Listen to customer requirements and present appropriately to provide viable solutions
6. Maintain and develop relationships with existing customers in person and via telephone calls and emails and in person visits
7. Cold call to arrange meetings with potential customers to prospect for new business
8. Respond to incoming email and phone enquiries
9. Act as a contact between a company and its existing and potential markets
10. Negotiate the terms of an agreement and close sales
11. Gather market and customer information develop business and marketing plans in coordination with business officer to achieve revenue goals
12. Analyze the current and past budgets, expenses, sales, revenues, and product deficiencies to provide recommendations for business growth and problem resolution
13. Research the market for identifying new business opportunity
14. Explain prospective clients about the advantage of the services offered and follow up with them to close the business deals
15. Develop business proposal for new and existing customers
16. Respond to queries for clients regarding services
17. Prepare the annual marketing budget and track the expenses against the budget

### Skills & Competencies

1. Ability to work in a fast-paced environment
2. Strong negotiation skills
3. Effective interpersonal skills
4. Great analytical skills and an eye for details

#### Experience & Qualifications

1. Bachelor's degree in business marketing or related field
2. Experience in sales, marketing, or engineering related field
3. Comfortable using a computer for various tasks

#### Location

Lekki Phase I, Lagos, Nigeria

#### Application process

Apply at [opportunities@wattrenewables.com](mailto:opportunities@wattrenewables.com) OR [APPLY HERE](#).

