

# Careers in the Supply Chain

## **BUSINESS DEVELOPMENT MANAGER**

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**National Occupational Classification Code – 0611**

### **Alternative Titles:**

- corporate sales manager
- e-commerce manager
- marketing manager, promotions manager
- regional sales manager
- sales and marketing manager
- web marketing manager



### **Industry Description**

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Business Development Managers plan, organize, direct, control and evaluate the activities of establishments and departments involved in commercial, industrial, wholesale and e-business sales, marketing, advertising and public relations.

### **General Job Description**

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Business Development Managers expand and grow the business; simultaneously, they must market all services to the client base.

### **Job Functions**

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Business Development Managers perform some or all of the following duties:

- Identify and bring forward new opportunities.
- Establish a prospecting plan: identify potential clients using knowledge of the market electronic databases, industry trade associations, trade shows and networking events, and consult other sources of information.
- Prepare action plans.
- Identify decision makers at target clients.
- Maintain a good understanding of client business segment and of solutions proposed by the competition.
- Identify and analyze customer needs and develop solutions adapted to client expectations.
- Negotiate prices and conditions based on the type of service offering; propose complementary services.
- Obtain a service agreement/contract.
- Follow-up and portfolio maintenance.
- Maintain regular contact with clients.
- Anticipate evolution of customer demands and translate those into service offerings.
- Responsible for ongoing, continuous customer relationship development with attendance at industry networking events, and hosting of customer entertainment meetings.
- Collaborate with Business Development and Engineering teams in developing innovative value propositions and customer solutions.

- Gather and share with staff, verbally or in written form, pertinent market information and data on existing and prospective clients as well as on emerging industry trends and competitor activities.

## Physical Demands Analysis

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Business Development Managers require confidentiality in dealing with client information, employee performance information and specific business objectives and financial information of the company.

- Work in a fast-paced environment within deadlines that are competing and unpredictable. Must ensure effective alignment and coordination between operational and support functions to ensure overall performance objectives are met.
- Communications are mostly non-routing and non-controversial, involving professional discussions and meetings among key stakeholders.
- Frequent requirement for attention to detail; prolonged use of computer terminal equipment.
- Work in a typical office environment with frequent exposure to the warehouse-operating environment temperature variations, under conditions of minor risk of injury and low physical effort.

## Position Expectations

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Essential Skills	
Reading Text	3
Document Use	2
Computation	2
Writing	3
Oral Communication	2
Thinking Skills	2
Working with Others	2
Computers	2
Continuous Learning	2

Scale: 0 = n/a, 1 = minimal, 2 = moderate, 3 = high

## Salary Range

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Visit Working in Canada, at <http://workingincanada.gc.ca/welcome.do?lang=en>, to get current information about this position, including salary information.

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## Pre-employment Skills

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- Business Development Managers require a university degree or college diploma in business administration or in a related field with a specialization in sales or marketing and  
Several years of experience as a sales or marketing representative or in a related occupation.
- E-commerce managers usually require a university degree or college diploma in a field related to the content of the website and  
Experience in website design, interactive media development, data administration or information systems analysis or experience related to the content of the website.

Find information about supply chain-related educational offerings across Canada in the CSCSC's education compendium, at <http://www.supplychaincanada.org/en/education-information>.

## Career Levels/Years of Experience

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Career Levels	Position	Average Experience	
		From	To
3	Vice President	7 years	10 years+
2	Director	5 years +	6 years
1	Manager	4 years +	5 years+

## References

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- NOC (National Occupational Classification Codes), Government of Canada – <http://www5.hrsdc.gc.ca/NOC/English/NOC/2011/Welcome.aspx>
- Essential Skills – <http://www.hrsdc.gc.ca/eng/workplaceskills/LES/index.shtml>