



Job Title: Business Development Manager	Reports To: President & CEO
Department: Business Development/Client Services	Direct Reports: Account Executive, Inside Sales Representative, Product Specialist
Revision Date: 11/01/09	

Position Overview

The appointee will provide hands-on leadership and direction for defining and implementing the concepts, programs and processes necessary to identify and sustain profitable growth opportunities within the markets and clients the company chooses to serve.

The appointee will drive world-class performance, taking charge of strategy, planning, and execution for the company's technical sales and customer service functions. They will focus these company resources to achieve technical excellence, create quality service-oriented products delivered consistently to exacting standards, and build deep and valuable relationships with all constituencies.

This position will evolve with the growth of Keeran Systems and provide the appointee with opportunities to demonstrate leadership skills and abilities to foster a positive, productive, results-oriented, and collegial work environment.

Essential Job Functions

Under direction of the President & CEO, assist in effectively and efficiently managing Keeran Systems by either performing the following duties personally or by ensuring that the appropriate staff member does. The appointee will be responsible for all budgeting and controls; projections and analysis; and policies and procedures for Keeran Systems' Client Services department.

Among areas of specific responsibility and hands-on attention are the following:

- Ensure that an overall strategic sales and business development plan, along with a defined tactical approach, is in place to achieve the business objectives of Keeran Systems
- Oversee the execution of the plan and translate the objectives into defined measurable sales successes and increased customer support for new and existing clients
- Actively solicit and evaluate business opportunities and company requirements from current and potential clients, as well as develop and maintain strong relationships and communication with current and potential clients
- Recruit, manage, train, and evaluate the work of staff to provide assistance and direction to them as needed. Assign project related and other tasks to individuals/teams according to complexity, capability and current workload of staff. May review finished projects or work-in-progress to ensure accuracy and conformance with overall business needs.
- Monitor pulse of customer satisfaction, directing resources as appropriate and necessary, to deliver on commitments
- Identify and recommend appropriate policy and procedural changes to maximize customer satisfaction and operational efficiency.
- Coordinate activities and communications within the company to ensure clear "one voice" messages delivered from sales, technical, customer service and administrative teams



Peripheral Job Functions

- Re-define company value proposition for the market - and work with staff to develop new, innovative and unique/enhanced products and services to tactically build on that competitive value differential
- Develop comprehensive understanding of customer and end-user needs and economics; build strategic connections to clients, leveraging these insights so the organization can flexibly and effectively meet/exceed their needs over time
- Assess, benchmark and rank clients to identify characteristics and profiles of best performing and most profitable existing and potential future markets
- Proactively monitor competitive trends by implementing and strategically employing systems to continually assess market dynamics, competitors and customer (existing & prospective) requirements

Professional Qualifications

The Client Services Manager will demonstrate strong personal leadership skills and a proven record of success in managing a technical sales and customer service organization serving the needs of diverse clients.

The ideal appointee for this position will have 10+ years of sales and marketing management experience within an IT solutions environment. Earlier experience would likely have included sales management experience, with a track record of consistent, high-level sales success.

The appointee should have the ability to formulate clear marketing strategies and high value-add propositions (differentiating in the market place from competitors who sell goods and services at lowest price) that connect with the overall growth strategy of the company. The Client Services Manager will be an energetic and enthusiastic leader with strong business sense and an entrepreneurial flair. Specific skills and attributes required include:

- Proven experience developing successful sales & marketing plans, growth targets and account strategies, and an outstanding record of performance in creating a consultative "solution selling" focus throughout the organization
- Ability to facilitate and accelerate business relationships based upon understanding the customer, including the ability to actively listen and engage customers to uncover relevant information, resources and solutions
- Demonstrated ability to develop strong relationships with key decision makers within existing clients (not just purchasing agents)
- Disciplined approach to product development and product management, including ability to leverage existing client relationships, supplier partnerships, intellectual property/technical know-how, etc. into profitable, prioritized business opportunities
- Ability to accomplish results through individuals and teams by effectively managing resources: delegating work, task, or assignments; establishing effective controls; ensuring that associates have the necessary resources and authority; monitoring results and correcting course as appropriate
- Outstanding record and capability in recruiting, training, motivating and coaching a technical sales and marketing organization, as well as experience in driving significant change and accountability within an organization
- Previous P&L management experience highly valued



Personal Attributes

The Client Services Manager will have a high energy level and passion for the business, coupled with the maturity and patience required to operate successfully within an industry that must more rapidly drive a change in its environment. He will have the potential and motivation to take on a broader general management role within the company at some point in the future. The successful appointee should be:

- A disciplined, persuasive leader, coach and team builder who is able to forge an atmosphere of mutual trust and respect with his teams and motivate them to achieve personally and professionally
- Well-developed interpersonal skills and a proven ability to promote effective partnerships with staff, clients, and vendors
- Able to think effectively at the conceptual and strategic level; skilled in planning and executing; extremely intelligent with solid analytical skills and good judgment
- Adaptable and versatile in dealing with challenges and opportunities; innovative, creative and pragmatic in managing the sales function
- Strong and effective oral and written communicator
- A high degree of integrity and strong ethics
- Exhibit a strong work ethic, integrity, efficiency and results orientation
- The ability to work under pressure and to prioritize work effectively
- An ability to work independently and as a member of a team to get tasks accomplished
- Proven ability to use the following software products: Microsoft Word 2007, Microsoft Excel 2007, and Microsoft Outlook 2007
- Bachelor's degree or diploma in Commerce with concentration in Marketing
- An acceptance of, and commitment to work according to, the organization's policy

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.