

Business Development

Researching and approaching new clients and markets in order to acquire new customers for the company.

LEVEL 1

Demonstrates introductory understanding, directing people to the appropriate source for further information.

LEVEL 2

Applies the competency in common situations that present limited difficulties, working with a moderate level of guidance.

LEVEL 3

Applies the competency in the full range of typical situations, requiring guidance in only the most complex or new situations.

LEVEL 4

Applies the competency in new or complex situations and advises others.

LEVEL 5

Develops new approaches and methods in the area. Is recognized as an expert within the organization.

Describes the role of business development.

Uses different tools (telephone, email, and web) to approach potential customers.

Represents the organization in face-to-face meetings with customers.

Assists team members in advanced and complex deals.

Establishes the framework and standards for customer acquisition across the organization.

Prospects for new business targets from a number of sources.

Builds rapport by demonstrating empathy with the customer's environment.

Connects with multiple contacts within the prospective customer's buying process.

Oversees new marketing initiatives to support business development.

Drives the achievement of new revenue sales goals.

Approaches new customers with the organization's value proposition.

Meets activity standards in account development as prescribed by the organization.

Qualifies the right product / services solution to fit the customer's needs.

Fosters an environment of mutual trust through clear communication, open dialogue, and consistent behavior with customers and partners.

Manages adjustments to plans and strategies for new business acquisition.

Researches different lists, databases, and other sources for contacts.

Identifies relevant sources of information, including reporting tools, internal experts, colleagues, and external sources.

Uses differing sources of information to develop quotes and proposals.

Champions an environment that supports effective teamwork by facilitating constructive conflict resolution and encouraging collaboration.