

ROLE PROFILE: Business Development Associate

What the role is accountable for
Lead the charge in transforming industries through digital innovation. We're seeking an experienced Business Development Associate to spearhead growth for cutting-edge industrial software solutions across. This is a strategic role for a results-driven individual who thrives in complex, high-value sales environments.
Role reporting
Head of Sales
A typical day may include (ideally no more than 10 – 12 characteristics)
- Drive business development strategy for industrial software solutions. - Build executive-level relationships with all levels including decision makers in mining, manufacturing, and energy sectors. - Direct engagement with all levels of Customers. - Lead solution-based selling initiatives that deliver measurable business impact. - Develop and manage a robust pipeline of high-value opportunities. - Achieve net new sales growth targets. - Grow market share with new logos (customers). - Drive and own sales function in qualified tenders. - Collaborate with cross-functional teams to deliver tailored, innovative solutions. - Monitor market trends and regulatory changes to inform strategic decisions.
Qualifications we look for
Minimum Qualifications: - Matric Preferred Qualifications - Relevant Diploma / Certifications
Experience we look for
- 3+ years in B2B/ B2E sales, preferably industrial software or technology solutions - Understanding of the Industrial Software Sectors and Clients - Proven track record in closing complex, high-value deals and achievement of targets. - Strong understanding of industrial processes and digital transformation. - Exceptional leadership, negotiation, and strategic planning skills. - Ability to travel within the SADC region. - Achiever with an entrepreneurial spirit
How the role raises the bar
Strategic Thinking - Ability to identify new markets, trends, and growth opportunities. - Strong understanding of business models and revenue streams. - Market analysis and competitive intelligence. Sales & Negotiation Skills

- Advanced negotiation techniques for high-value deals.
- Consultative selling approach to build long-term relationships.
- Ability to close complex deals with multiple stakeholders.

Relationship Management

- Building and maintaining strong client relationships.
- Networking with industry leaders and decision-makers.
- Managing alliances effectively.

Financial & Commercial Acumen

- Understanding of pricing strategies, ROI, and P&L impact.
- Ability to create compelling business cases and proposals.
- Budgeting and forecasting skills.

Communication & Presentation

- Excellent verbal and written communication.
- Ability to deliver persuasive presentations to C-level executives.
- Skilled in storytelling to convey value propositions.

Leadership & Team Collaboration

- Leading cross-functional teams to assist with execution
- Driving alignment between sales, marketing, and product teams.

Analytical & Data-Driven Approach

- Proficiency in CRM tools and data analytics.
- Ability to interpret market data and KPIs for decision-making.
- Using insights to refine strategies and improve performance.

Adaptability & Resilience

- Handling rejection and setbacks
- Negotiation skills
- Thriving in fast-paced, competitive environments.
- Staying agile in response to market changes