

JOB DESCRIPTION

Job Title	Business Development Manager	Country
Department		Office
Division		Career Level
Reports To		Salary & Incentive

Purpose of the Job

Develops and builds the “Go to Market” strategy and tactics with a focus on the introduction of new technology and its assimilation into the local market place. Specialising in [VPN's](#), [Security](#), [QoS](#), [Convergence\(Voice and Video\)](#), [Campus/MAN](#), [WAN](#), [Wireless](#), [Optical](#) or [Storage Area Networking](#) technologies or [Channel](#), [Commercial](#), [Enterprise](#), [Mobile](#), [Public](#), or [Wirelines](#) sectors.

Key responsibilities [list the accountabilities and responsibilities]

- Know and contribute to Cisco's business strategy, competitive positioning with a focus on increasing market share.
- Maintains a thorough understanding of all Market development activities (e.g., develops and sells the benefits of Cisco's development activities within Cisco and with its Channel and new Partners).
- Works closely with potential and existing customers to identify requirements and establish how Cisco products and services can help to address business needs
- Works with the rest of the field organization to deliver Cisco solutions to the market in the most relevant form.
- Works closely on Market Development with our Field Alliances partners to ensure Cisco's presence in the marketplace for new and existing product offerings and to assist in bringing them relevant Cisco aligned offerings
- Works with sales teams to execute the sales strategy to ensure that sales targets are met or exceeded in marketplace.

Qualifications

- Education to degree level, preferable
- Formal training in sales techniques

Skills

- 5+ years demonstrable track record in Sales Management, with a proven track record in selling technology solutions.
- **Experience in one of the following technology areas: convergence, storage, security, optical**
- **Experience in one of the following verticals: service providers, mobile, commercial, finance**
- Demonstrable experience selling complex technical solutions to executive management.
- Knowledge of business drivers, challenges and terminology i.e. Opex, Capex, ROI, TCO and the ability to articulate how technology can address/impact these at an executive level.
- Ability to network within a customer organization to identify all key influencers and decision makers.
- Commercial Focus
- Negotiation Skills
- Problem Solving
- Strategic Thinker
- Analysis Skills
- Decision Making
- Fluent English and local language of target region, other European languages an advantage

Competencies

- **Interpersonal and communication skills**, able to build rapport and communicate effectively at all levels, and across disciplines using different communication techniques
- **Cultural awareness**, aware of different cultural styles and how to work with them

- **Change orientated**, able to accept work with and manage an ever changing work environment
- **Influencing**, able to construct logical, credible and winning arguments that will persuade decision makers.
- **Self starter**, able to take instruction and manage self for motivation and delivery.
- **Team worker**, works effectively within the team delivering own targets and supporting others
- **Achiever**, Sets high personal standards and is goal oriented.
- **Stress resistant**, able to work under and cope with pressure without unduly compromising delivery.
- **Professional** ensures that behavior at work meets standards expected within a blue-chip organisation.
- **Proactive**, anticipates change, future needs or risk in the business or areas of responsibility and proposes appropriate activities to meet these challenges.
- **Customer Focus**, ensures that is aware of customer needs and expectations, constantly striving to deliver same.