

## Business Development Manager

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Company: Empor Marcom

Location: noida

Category: other-general

About Empor: EMPOR is a B2B growth agency based in India, specializing in bridging the gap between businesses and their buyers through strategic marketing, sales, and channel programs. Focused on driving B2B growth, EMPOR utilizes data-driven solutions to enhance sales pipelines and generate leads. We offer a suite of services including lead generation, virtual events, telemarketing, event management, and content syndication, aimed at global sales revenue growth for B2B companies. Our approach is rooted in understanding client needs and executing targeted campaigns for measurable results. Job Overview: For the Business Development Manager position at EMPOR, the role entails selling integrated marketing services and solutions to top B2B technology organizations. The candidate will leverage EMPOR's expertise in leadgeneration, virtual events, telemarketing, event management, content syndication, and integrated marketing services. The focus is on developing strategic sales plans, building strong client relationships, and drivingsignificant sales growth. The ideal candidate will have a strong background in B2B marketing and sales, with specific experience in the services EMPOR offers. Join EMPOR, an ISO 27001 and AICPA SOC2 certified marketing agency, where excellence meets innovation. Our credentials underscore our commitment to safeguarding data integrity and operational excellence, setting us apart in the B2B marketing landscape. At EMPOR, you're not just starting a job; you're stepping into a role where your work impacts top-tier clients and drives real growth. Discover a place where your skills are valued, and your career ambitions are nurtured, all within a secure and reputable environment. Key Responsibilities: Integrated Marketing Services: Develop and sell comprehensive integrated marketing solutions that leverage EMPOR's full suite of

services. Highlight how combining lead generation, virtual events, telemarketing, event management, and content syndication can deliver a cohesive and powerful marketing strategy that enhances visibility, engagement, and sales outcomes for clients. Lead Generation: Develop strategies to sell lead generation services, highlighting the ability to enhance the client's sales pipeline and ROI. Virtual Events: Sell virtual event management services by demonstrating how these events can increase engagement, generate leads, and provide networking opportunities. Appointment Scheduling: Pitch appointment scheduling services to potential clients, emphasizing efficiency in connecting sales teams with decision-makers. Telemarketing: Sell telemarketing services by showcasing its effectiveness in direct marketing, lead generation, and customer feedback collection. Event Management: Promote full-range event management services, focusing on creating impactful physical events that drive brand awareness and leads. Content Syndication: Sell content syndication services, underlining the benefits of reaching broader audiences and generating more qualified leads through strategic content placement. Qualifications: Proven sales experience in a B2B marketing agency, at least 5 years' experience in specifically working with B2B Technology firms. Strong understanding of telemarketing, event management, and B2B marketing services. Excellent communication, negotiation, and presentation skills is a must. Master's degree in business, Marketing, or a related field.

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