



Job Description for Business Development Manager (BDM)

Job role and Responsibility:

- The BDM will be responsible for driving PKnet's growth by establishing partnerships with key business partners. To excel in this role, you should be an active listener, have a compelling sales personality, and have a hunger to chase and close new business through cold calls and inbound warm leads.
- This role aims to better service, support and sell company products through an emerging new partner network. You will be responsible for forging new relationships in emerging focus areas for the company, where a relationship may not currently exist.
- You will need to regularly engage with a portfolio of new partners to deliver sustainable revenue growth.
- You will identify opportunities and then develop a pipeline of partnerships with third parties who can act as introducers and referral channels responsible for all aspects of relationship building with end users and promotion of company products and services.
- Devise plans to increase the revenue of the current customer base while attracting new ones.
- Training partners and helping develop their skills.
- Should be able to think strategically whilst focusing on execution and delivering tangible results.

Experience required:

- Should be an MBA with at least 5+ years of work experience in sales operations. The ideal candidate should have a strong commercial acumen with the desire to own and drive sales success and should be able to work independently under limited supervision. The candidate should be proactive and should be confident enough to handle market uncertainty.
- Experience in the payments industry is desired along with an understanding of payment systems, including merchant acquiring and payments ecosystem in Pakistan.
- Strong communication skills and IT fluency are preferred. Proficiency in Word, Excel, Outlook, and PowerPoint will be an added advantage.