

Job Role: Business Development Manager

Location: Lucknow, India

Job Type: Full Time (Rotational Shift)

Salary: Subject to Interview

Experience: 3 to 4 Years

About Logelite Pvt. Ltd.:

Logelite is a forward-thinking digital marketing company committed to delivering innovative solutions that drive business growth. We specialize in a wide range of digital marketing services, including SEO, SEM, SMO, SMM, and Website Design and Development. Logelite helps businesses establish a strong online presence and achieve measurable success in the digital landscape.

Job Description:

Logelite is looking for a motivated and goal-driven Business Development Manager (BDM) to join our team. The ideal candidate should have proven experience in business development, sales, or client management, preferably in IT or digital marketing. As a BDM, you will help grow the business by finding new opportunities, building strong client relationships, and increasing our market presence.

Responsibilities:

- Identify and pursue new business opportunities, partnerships, and potential clients.
- Develop and implement effective strategies to achieve company growth targets.
- Cultivate strong, long-lasting relationships with existing and potential clients.
- Prepare and deliver compelling sales presentations, proposals, and reports.
- Conduct market research and stay updated on industry trends to identify new opportunities.
- Collaborate with internal teams to ensure seamless service delivery and customer satisfaction.
- Negotiate contracts, pricing, and terms with clients.
- Monitor and analyze sales performance, providing regular updates and reports to senior management.
- Attend industry events, conferences, and meetings to network and promote Logelite's services.

Qualifications:

- Bachelor's in Business Administration, Marketing, Management, or a related field.
- 3-4 years of experience in business development, sales, or account management (preferably in IT/digital marketing).
- Strong communication, negotiation, and presentation skills.
- Proven track record of meeting or exceeding sales targets.
- Excellent understanding of market dynamics, business strategies, and client needs.
- Ability to work independently and as part of a team.
- Strong organizational skills and attention to detail.
- Familiarity with CRM software and MS Office Suite.

Benefits:

Paid leaves, professional development opportunities, etc.

To Apply:

Please send your Curriculum Vitae (CV) and cover letter to hr@logelite.com or apply directly through our Career Page.

