



JOB PROFILE

POSITION INFORMATION	
JOB TITLE	Business Development Specialist
DEPARTMENT	Sales
DIVISION	Business Sales
LOCATION	Head Office. 340 Republic Road Darrenwood
STRATEGIC OBJECTIVE	To prospect and unlock new business opportunities within the business-to-business market with the aim of making a substantial and immediate contribution towards new business sales and revenue growth.

STATUTORY REQUIREMENTS	None.
REMUNERATION STRUCTURE	As per company policy. Basic Commission
WORKING HOURS	As per company policy and requirements of the job. Flexible working hours are applicable and subject to negotiation with the manager.
MATERIALS & EQUIPMENT USED	Standard Office equipment and relevant tools and materials in line with the requirements of the job. Company cell phone (includes defined limits for data and minutes) Car allowance (includes defined limits for fuel, repairs, and maintenance)
PHYSICAL REQUIREMENTS	None.

Date of Profiling

REPORTS DIRECTLY TO

Manager: Business Development

REPORTING STRUCTURE



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August 2024

DETAIL DESCRIPTION

1. Corporate Opportunity Development

30%

- Support a comprehensive database of corporate customers to facilitate customer targeting **and maintenance** and in turn, promote business growth in line with targets.
- Secure initial appointments and present Tracker's offerings to key stakeholders at potential clients within the targeted sectors and industries.
- Source new large **and medium** corporate customer opportunities.
- Secure appointments and present Trackers offerings to key stakeholders such as Fleet Managers, Financial Managers, Risk Managers and Business Owners.
- ~~▪ Identify and research the viability of new verticals within the Business market to broaden Trackers sales focus.~~
- ~~▪ Analyse current and future business needs and formulate appropriate sales strategies, including identification of challenges and problem areas, and conducting key needs within specific corporate environments.~~
- Prepare and secure pricing from the Commercial Committee, Finance or other stakeholders in line with policies and procedures.
- **Ensure good level of understanding of our solutions and technical aspects thereof.**
- Prepare formal quotations and final offers based on specific requirements and solutions (both standard and complex).
- Compile tender submissions relevant to private and/or public sector customers for approval by EXCO members.
- Collaborate with account managers in existing relationships to identify opportunities, conduct needs analysis and drive sales into this base.

2. Corporate Opportunity Implementation

30%

- Regularly engage with potential clients with the view of maximising growth in new sales and revenue.
- Target industry associations with the view of unlocking opportunities in their subscriber bases.
- Develop, prepare and present various commercial models relevant to each unique scenario to the commercial committee in Tracker.
- Prepare formal quotations and final offers based on specific requirements and solutions (both standard and complex).
- Compile RFI/P/Q and tender submissions relevant to private and / or public sector customers.
- Engage with Account Management Team post successful sale and project manage the implementation and aftersales phases.
- Put forward professional proposals aimed at benefitting customers.
- Project manage secured deals through the implementation phase.

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3. New Markets and Sectors

20%

- Assist the Manager to identify new verticals within the Business market that Tracker may pursue to broaden its distribution focus and fulfil its strategic objectives.
- ~~Assist the Manager with motivating and securing key stakeholder buy in and support in pursuing new segments that align with strategic objectives.~~
- Target industry associations with the view of unlocking opportunities in their subscriber bases.
- Initiate the process of targeting key stakeholders in specific verticals by setting up appointments and meetings with decision-makers.
- Identify key challenges and problem areas, as well as analyse key needs within selected new markets and sectors and share findings and recommendations with relevant stakeholders.
- Stay abreast of industry and sector trends
- ~~Engage and influence key senior stakeholders within Tracker to develop and deliver unique and customised solutions and services to customers.~~
- Develop, prepare and present various commercial models relevant to each unique scenario to the Commercial Committee in Tracker.

4. Stakeholder Engagement

20%

- Develop and maintain mutually beneficial relationships with internal teams and external stakeholders by ensuring all obligations, commitments and expectations are met.
- Conduct networking activities by attending industry functions, association events and conferences, and provide feedback and information on market and creative trends to relevant stakeholders.
- Successfully navigate the complexities of dealing with a diverse range of stakeholders from different backgrounds, sectors and locations and being subjected to different regulations.
- Develop and sustain key relationships between Tracker and its customers, acting as a direct link to ensure effective communication, management of expectations, and the achievement of strategic deliverables.
- ~~Provide insight of a strategic nature to senior leadership within areas of expertise.~~
- ~~Ensure effective cross-functional Tracker relationships through sharing of relevant information to assist all divisions in the achievement of their objectives.~~

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5. Financial Management

10%

- Support of business revenue growth objectives by developing and implementing strategies to meet or exceed sales targets.
- Secure deals at competitive pricing, balancing client budgetary considerations with company profitability objectives.
- Oversee the implementation of projects, ensuring they are completed on time and within budget to maximise revenue and optimise costs.
- Evaluate the financial impact of proposed solutions by analysing potential cost savings or revenue increases associated with various initiatives to ensure they deliver a positive return on investment.
- Track and report on the ROI by regularly assessing the financial benefits achieved compared to the resources invested within scope of control.
- Identify and assess financial risks through creating an awareness of potential financial risks associated with project delays, technology implementation costs etc. and develop mitigation strategies.

COMPETENCY OUTPUT PROFILE

A. KEY PERFORMANCE AREAS

- Corporate Opportunity Development
- Corporate Opportunity Implementation
- New Markets and Sectors
- Stakeholder Engagement
- **Financial Management**

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B. Behavioural Competencies

- Capability to devise unique solutions in a dynamic environment with multiple variables.
- High-level negotiation and persuasive skills, supported by sound business cases.
- Strong ability to influence and gain commitment from stakeholders.
- Excellent relationship-building skills, both internally and externally.
- Exceptional communication skills, including strong presentation abilities with proficiency in both verbal and written communication.
- Effective conflict management skills.
- Commitment to customer service excellence.
- ~~Analytical mindset with strategic awareness and insight generation.~~
- Results-driven with a focus on achieving targets.
- Resilience and ability to work under pressure.

THE TRACKER VALUES

Living the Tracker values:

- Care
- Accountability
- Respect
- Excellence

THE TRACKER FORMULA FOR SUCCESS

The way everyone at Tracker should behave to be successful and to be true to the Tracker values:

Ensure / do more of:

- Best customer service
- Involves and empowered people.
- Clear strategy and goals
- Effective systems and procedures
- Passionate and results oriented.
- Deliver
- Commit to transformation.
- Reward and recognition.
- A great place to work.
- Take accountability and make decisions.
- Training and development

Avoid / do less of:

- Negative / demotivated people
- Dishonest, distrust and lack of integrity
- Arrogance and abuse of power
- Lack of business growth and profitability
- Backstabbing and politics
- Poor communication
- Passing the buck
- Tolerating mediocrity
- Disrespect
- Discrimination and favouritism
- Weak management and leadership

MINIMUM REQUIREMENTS

CURRENT POSITION

QUALIFICATION	<ul style="list-style-type: none"> ▪ Essential: National Diploma in Sales, Marketing, Business Management or a relevant field. NQF6.
TRAINING	<ul style="list-style-type: none"> ▪ N/A
MINIMUM EXPERIENCE	<ul style="list-style-type: none"> ▪ Essential: 5 Years' experience in Business Development, Sales, or a similar role within a corporate environment. ▪ Desirable: Project Management experience. ▪ General understanding of business finance and operations is required: <ul style="list-style-type: none"> ○ Commercial modelling ○ Total Cost of Operation ○ Return on Investment ○ Sales Turnover ○ Profit ▪ Sound knowledge regarding RFI/P/Q and Tender processes. ▪ Sound knowledge of Fleet management principals, and the industry and the ability to engage with key stakeholders in the industry. ▪ Excellent relevant product knowledge specifically on technical matters ▪ Superior Sales skills (Hunter) with a proven track record of pitching to executives and senior managers. ▪ Strong ability to do a needs analysis.
RISK/FINANCIAL IMPACT (indicate direct or indirect influence)	<ul style="list-style-type: none"> ▪ As per company policy

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OTHER SPECIAL REQUIREMENTS	<ul style="list-style-type: none">▪ Willing to work extended hours, and willing to travel.
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JOB PROFILE COMPILED BY HR / LINE

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