

SKILLS PROFILE // BUSINESS DEVELOPMENT MANAGER

JOB DESCRIPTION

- Identify target markets and business opportunities
- Understand and articulate Unique Selling Proposition
- Develop relationships with customers
- "Hunt" for business (compared with "farming" account managers)

Source: OCG Consulting



WHO HIRES?

Almost all businesses with a product or service offering particularly those in a business to business environment. There is increased demand for Business Development into export markets.

Source: OCG Consulting

EMPLOYMENT BY REGION

Auckland attracts the highest volume of candidate interest with over 3250 ad views/ month on Seek.

Regions ranked in order of opportunities.

1. Auckland*
2. Wellington
3. Christchurch

*Auckland commands highest average salary.

Source: Seek NZ



QUICK FACT

TV viewership for this audience group is light to moderate: 5-18 hours per week, and are keen subscribers of paid SKY TV- controlling viewership and advertising invasions.

Source: Nielsen- Fuel Advertising.

HIRING CRITERIA

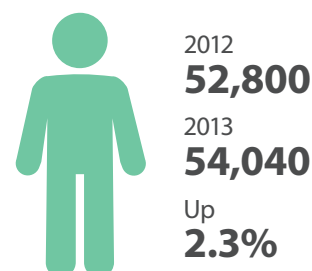
Employers are looking for proven business development experience. They want people who are not afraid of knocking on doors or, in some cases, kicking them in. More and more, employers are wanting "hunting" ability in their account managers as the market has changed as businesses require new business rather than business as usual from their sales force. Business development managers are expected to understand the relationship between inputs in terms of effort and the outputs in sales results.

Source: OCG Consulting



INDUSTRY SECTOR FOOTPRINT

Employment in the Sales sector has increased 2.3% over the last 12 months. *Applies broadly to Sales roles.



Source: MBIE NZ

SKILLS PROFILE // BUSINESS DEVELOPMENT MANAGER

IMPORTANT SKILLS FOR ROLE

- Confidence (but not arrogance)
- Social skills
- Commercial acumen
- Eye for details and follow-up
- Efficient planning and execution

Source: OCG Consulting

MARKET CONDITIONS

The market is generally picking up for sales roles. There is always demand for candidates who demonstrate a "Hunter" mentality.



Source: OCG Consulting

QUICK FACT

New Business Development roles are one of the top 3 hardest to source Sales roles - with demand outpacing talent supply.

Source: Seek NZ

AVERAGE SALARY COMPARISON

REGION	LOWER	MID	UPPER
Auckland	\$72,944	\$82,336	\$91,728
Wellington	\$72,857	\$81,785	\$90,713
Christchurch	\$72,368	\$80,131	\$87,894

Source: Seek NZ

COMPATIBLE ROLES

Sales Manager, Sales Engineer, Sales Representative.

Source: O*NET

EMPLOYMENT EXPECTATIONS

There is strong predicted growth in the Sales sector: 2013 - 54,040 employed.

Projected growth: 2016 - 58,195.
Increase of 7.7%.

Source: MBIE NZ

Potential income



Training fees



Employment prospects



Source: OCG Consulting

QUICK FACT

These individuals are frequent travellers, enjoying pursuits such as boating, fishing and hunting.

Source: Nielsen- Fuel Advertising