

Job Description – Assistant Business Development Manager (Delhi)

Position Overview

We are looking for a dynamic and result-oriented Assistant Business Development Manager to support business growth initiatives across North India. The role focuses on identifying new business opportunities, engaging with prospective customers, nurturing client relationships, and supporting the sales team in achieving revenue objectives.

The organization specializes in enterprise data protection, backup, disaster recovery, archival, cloud data management, and business continuity solutions, serving customers across India and global markets.

Key Responsibilities

- Identify and generate new business opportunities through prospecting, networking, and market research
- Engage with prospective customers and qualify leads for the sales pipeline
- Build and maintain strong relationships with existing and potential clients
- Support senior sales leaders in managing customer accounts and business development activities
- Assist in preparing proposals, presentations, and sales documentation
- Coordinate with technical and pre-sales teams to address customer requirements
- Track sales activities and prepare periodic business and pipeline reports
- Contribute to marketing campaigns, lead generation initiatives, and customer engagement programs
- Support deal closure activities and ensure a positive customer experience throughout the sales cycle

Desired Candidate Profile

- Bachelor's degree in Business Administration, Marketing, Management, or a related field
- 2–3 years of experience in sales, business development, or account management roles
- Exposure to B2B sales environments and customer engagement activities
- Strong communication and interpersonal skills
- Ability to work independently and collaboratively in a fast-paced environment
- Self-motivated with a strong desire to learn and grow in enterprise sales

Preferred Technology Exposure

- Data Backup & Recovery Solutions
- Disaster Recovery & Business Continuity
- Cloud Data Management
- Enterprise Storage Solutions
- Data Protection Technologies
- IT Infrastructure Solutions

Required Skills

- Lead generation & prospecting
- Client communication & relationship management
- Sales reporting & pipeline tracking
- Presentation & negotiation skills
- Adaptability & problem-solving
- Team collaboration
- Growth mindset & learning agility

Location

- Delhi (North India Operations)