



## **Business Development**

The role of the Business Solutions Manager is critical to the success of the TCS Canada. The role combines the disciplines of new customer acquisition and management of existing accounts. The Business Solutions Manager is part of the TCS Team supporting the customer and as a team member is always available to help out where ever needed.

### **Responsibilities:**

- Develop new business opportunities across all verticals and solutions
- Manage and nurture all inbound leads and opportunities
- Prospect for Hosted VoIP (10 Phones and above), SIP, Data, IP Surveillance, Security sales opportunities
- Prospect for Internet Service opportunities, focusing on VDSL, Fiber, etc. This is often a door opener for higher level services
- Develop individual sales plan and goals to meet and exceed assigned revenue targets
- Prioritize opportunities and activities to follow up on opportunities with the highest probability and revenue
- Maintain a high touch with all prospects and customers to ensure superior customer satisfaction
- Review and sell additional solutions in our portfolio that meet the customers' needs, beyond the original identified solution
- Actively manage forecast and sales opportunities within CRM, providing weekly and monthly sales reports

## **Lead Generation**

### **Responsibilities:**

- Prospect, educate, qualify, and develop sales ready leads and opportunities from lead generation activities, inbound prospect leads and outbound calling into targeted accounts
- Interact with prospects via telephone and email to uncover pain points, explain our solutions, identify opportunities and generate interest
- Communicate value proposition and tailor to prospect needs
- Successfully manage and overcome prospect objections
- Become a trusted resource and develop superior relationships with customers
- Update CRM in real time to ensure efficient funnel management
- Consistently achieve sales quotas to ensure revenue objectives

## **Sales Activity**

### **Responsibilities:**

- Make outbound calls daily to generate qualified meetings through cold calling, responding to inbound calls, following up with leads generated by various marketing programs, sales campaigns and target account prospecting
- Manage and nurture demand generation pipeline leads and opportunities; ensure progression of opportunities through the sales funnel
- Understand TCS products, value proposition, and positioning; keep up-to-date on industry trends and the competition's positioning within the marketplace
- Track all lead activity, monitor leads/opportunities, and manage reports using CRM
- Stay current with all Certification requirements as outlined by the company
- Keep Outlook calendar up to date with all sales meetings, conference calls, etc.

## **Sales Success**

- Successfully close sales figures as per individual Sales Plan Agreement
- Sales Plan Agreement takes effect after the probationary period ends
- The company will support the Business Solutions Manager's success with help building out campaigns, lead generation activities, hosted events, etc. It is the BSM's responsibility to bring their ideas, knowledge and initiative to the creation of their specific marketing initiatives