

Tatvic Analytics

<https://staging.tatvic.com/job/customer-development-manager-martech/>

Customer Development Manager – Martech

Description

Job Description

Solutioning

- Probe client's business needs, opportunity, and objectives by conducting discovery meetings with CMO's, Digital Product managers, and C level executives.
- Understand context and create a solution framework leveraging google GMP ecosystem and C4M framework that acts as a building block to address client tactical and strategic problems.
- Identify the knowledge gap and create a workshop framework. Deliver workshop on GMP tools such as GA360, Firebase, Datastudio, and internally built data science solutions.

Responsibilities

Responsibility 1 : Influence Target audience and build Opportunity pipeline

- Training/workshops as possible within the concerned region to establish our influence(authority) in the eyes of potential clients.
- Identify target customer and reach-out to them using appropriate channels
- Setting up and facilitate meeting with the prospects
- Engage prospects and segment it to appropriate opportunity list
- Create opportunities for Audit or a project.

Responsibility 2 : Opportunity and contract

- Responsible to manage new customer acquisition independently
- Follow the customer acquisition cycle from qualified lead to contract
- Probe client's business needs, opportunity, and objectives by conducting discovery meetings with CMO's, Digital Product managers, and C level executives.
- You will lead and become a point of contact between internal delivery teams and the prospect.

Hiring organization

Tatvic Analytics

Employment Type

Full-time

Job Location

NCR/Banglore

Date posted

June 1, 2023

- Conducting educational workshops
- Prepare proposal/Quote and liaison with legal teams to ensure smooth empanelment and approval of the contract

Responsibility 3: Building Deep Relationship & Value creation

- Nurture, grow and own the existing portfolio relationships, so that eventually it leads to deepening of relationship and renewal of existing contract
- Maintain a healthy relationship with the business and Finance POC and influence them to clear overdue payments.

Responsibility 4 Data management & reporting

- Ensure sales processes are followed and actively contribute to the improvement of sales process
- Collect feedback and reviews from existing customers
- You will ensure just in time data management using deployed lead management tools. Ensuring client and prospect data on the software tools is up to date. This will include opportunity stage, prospect list, contracts, and invoices.
- Prepare monthly report and timely share it with your line manager