



Business Development Manager (Advisory Services)

Company Overview

JPCann Associates LTD is a dynamic management consulting, business advisory, training, and capacity-building company headquartered in Accra, Ghana. With a reputation for excellence and a commitment to delivering results, JPCann Associates provides a comprehensive range of services to clients across various industries. As part of its expansion and growth, JPCann Associates is seeking a talented and experienced individual to fill the position of Business Development Manager (Advisory Services).

Summary Job Role

The Business Development Manager (Advisory Services) will be responsible for driving business growth and revenue generation for JPCann Associates' advisory services. You will lead the efforts to identify, pursue, and secure new clients, build, and maintain strong client relationships, and collaborate with internal teams to deliver high-quality advisory solutions. Your primary focus will be on achieving sales targets, expanding the client base, and contributing to the overall success and growth of the company.

Duties and Responsibilities

1. Develop and implement strategic business development plans to achieve sales targets and expand the client base for advisory services.
2. Identify and pursue new business opportunities through research, networking, and targeted marketing campaigns.
3. Build and maintain relationships with prospective and existing clients, understanding their needs, and positioning JPCann Associates as the preferred advisory services provider.
4. Conduct client needs assessments, develop tailored solutions, and prepare and deliver compelling proposals and presentations.
5. Lead the end-to-end sales process, including lead generation, prospecting, negotiation, closing deals, and contract management.
6. Collaborate with internal teams, including consultants and subject matter experts, to develop customized advisory solutions and deliver on client expectations.
7. Stay updated on industry trends, market dynamics, and competitive landscape to identify opportunities for business growth and stay ahead of market changes.
8. Monitor and analyse sales performance, market trends, and client feedback to identify areas for improvement and inform business strategies.



9. Represent JPCann Associates at industry events, conferences, and networking opportunities to enhance the company's visibility and build relationships with key stakeholders.

10. Maintain accurate and up-to-date records of sales activities, client interactions, and sales pipeline using the company's CRM system.

Person Specifications and Qualifications

1. Bachelor's degree in business administration, marketing, or a related field. A master's degree is a plus.

2. Proven experience (5+ years) in business development, sales, or a similar role, preferably within the management consulting or professional services industry.

3. Strong business acumen and a deep understanding of advisory services and best practices in business development.

4. Excellent communication, presentation, and negotiation skills, with the ability to build rapport and engage with clients at all levels.

5. Proven track record of meeting or exceeding sales targets and driving revenue growth.

6. Strong networking and relationship-building skills, with the ability to identify and forge connections with key decision-makers.

7. Exceptional problem-solving and strategic thinking abilities, with a focus on delivering innovative solutions to clients.

8. Self-motivated and results-driven, with a proactive and entrepreneurial mindset.

9. Ability to work collaboratively in a team environment and effectively manage multiple projects and priorities.

10. Proficiency in using CRM software, MS Office Suite, and other relevant sales and marketing tools.

Key Performance Indicators (KPIs)

1. Revenue generation and achieving sales targets for advisory services.

2. New client acquisition and client retention.

3. Conversion rate of leads into sales.

4. Sales pipeline development and management.

5. Client satisfaction and feedback.

6. Market share and competitive positioning.



7. Timely and accurate sales reporting and forecasting.
8. Effective utilization of sales and marketing resources.
9. Contribution to the overall growth and success of the advisory services division.
10. Adherence to company policies and ethical standards.