

Job Description: Business Development Manager (BDM)

Company: Maloo Group

Location: Bangalore

Reporting To: General Manager / Management

Role Objective

The **Business Development Manager (BDM)** is responsible for converting **qualified opportunities into confirmed projects and billing** through disciplined customer engagement, site surveys, proposal management, follow-ups, negotiations, and project closure.

This role is **not responsible for telecalling or lead generation. Qualified leads shall be provided by the Inside Sales Team.**

The ownership of the Business Development Manager begins from **lead allocation** and continues until **project confirmation, billing visibility, customer handover, and revenue realization.**

The Business Development Manager will work across **all existing and future business verticals of Maloo Group** and will be responsible for promoting the company's solutions to **residential, commercial, industrial, and institutional customers.**

Business Verticals

The Business Development Manager will support project acquisition and closure across **all existing and future business verticals of Maloo Group**, including but not limited to:

- **Floorzy Makeover**
- **Marble Densification**
- **Heat Lock Roof Coating**
- **Waterproofing Solutions**
- **Industrial Flooring Solutions**
- **Construction Chemicals**
- **Protective Coatings**
- **Building Repair and Restoration Solutions**
- **Roofing Solutions**

- **Any additional products, services, or business verticals introduced by Maloo Group from time to time**

The company reserves the right to assign opportunities across any business vertical based on **market requirements, territory potential, and business priorities**.

Business Development Process

Lead Assignment → Customer Meeting → Site Survey → Proposal Submission → Follow-Up → Negotiation → Closure → Billing

The ownership of the entire cycle rests with the Business Development Manager.

Key Responsibilities

Customer Meetings & Site Surveys

- Meet customers generated through the Inside Sales Team.
- Conduct **site inspections and requirement analysis**.
- Understand customer pain points and recommend suitable solutions.
- Build trust and confidence through **professional presentations and technical understanding**.
- Coordinate with technical and execution teams for accurate solution design.
- Maintain **complete ownership of customer relationships throughout the sales cycle**.

Proposal & Closure Management

- Coordinate with technical teams for site surveys and commercial proposals.
- **Submit proposals within defined timelines**.
- Ensure proposals are technically and commercially aligned with customer requirements.
- Conduct **regular follow-ups and negotiations**.
- Convert opportunities into **confirmed projects and billing**.
- Manage objections and competition effectively.
- Maintain complete ownership until **project confirmation**.

Business Development & Relationship Management

- Generate referrals from existing customers.
- Identify additional opportunities during customer interactions.
- **Cross-sell and upsell relevant solutions across Maloo Group business verticals.**
- Build and maintain relationships with:
 - **Architects**
 - **Consultants**
 - **Builders**
 - **Contractors**
 - **Facility Managers**
 - **Industrial Clients**
 - **Warehouses and Factories**
 - **Hospitals**
 - **Hotels**
 - **Commercial Establishments**
 - **Institutions**
 - **Residential Communities**
- Develop local market intelligence and identify high-potential accounts.
- Expand the customer network and create **long-term business opportunities**.

Customer Satisfaction & Handover

- Ensure smooth communication between customers and execution teams.
- Support project handover and completion processes.
- Ensure customer expectations are aligned with project scope and timelines.
- Maintain customer satisfaction and encourage **repeat business and referrals**.

Candidate Profile

- **Graduate in any discipline.**

- **3–8 years of experience** in project sales, construction chemicals, building materials, flooring solutions, waterproofing, roofing, industrial products, facility management, or related industries.
 - Strong communication, negotiation, and presentation skills.
 - Comfortable with **field visits and customer interactions**.
 - Ability to understand technical solutions and convert opportunities into closures.
 - Strong **follow-up discipline and ownership mindset**.
 - **Self-driven, target-oriented, and capable of handling multiple opportunities simultaneously**.
 - Proficiency in **CRM tools, Microsoft Excel, and reporting systems** is preferred.
 - Valid driving license and willingness to travel extensively within assigned territories.
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