

## JOB DESCRIPTION



Title: **Business Development Associate**

Location: **Accra, Ghana**

### About Sigmastrat

Sigma Strategic Business Consult Limited (SigmaStrat) is a business strategy, project management and performance improvement consulting firm that serves as a key advisor to leading companies in Ghana and the West African sub-region. We provide our clients with unique insight to drive critical decision making and solve their most pressing problems. SigmaStrat also provides LEAN Kaizen and Six Sigma solutions. We are dedicated to helping companies and organizations improve their performance and achieve sustained profitable growth.

SigmaStrat has a widely spread footprint with a mobile, highly experienced team of technical specialists and performance improvement experts with impressive track records and over 100 years combined experience in various fields of business growth. Apart from corporate level strategy, SigmaStrat offers bespoke management training services, both online and classrooms based, and have tailored on-site sessions to meet specific corporate needs.

Every year, the majority of our business comes from clients with whom we worked in the previous year – an indicator of our ability to achieve lasting results for our clients. Our client relationships are enduring, as many clients have remained partners for years. We are dedicated to helping clients achieve meaningful and measurable results in areas critical to their success. We measure our success by the results our clients achieve and by the depth and extent of our relationship with them.

At SigmaStrat we make a commitment to the success of each individual team member. We offer benefits to chart your career path such as training, specialty assignments, cross-functional team project, and much more. Additionally, Sigmastrat offers you the flexibility- and opportunities- you need to achieve your career goals.

### Line Manager

Post holder reports to the Head of Business Development

### Areas of responsibility

-You will develop new business relationships, generate and negotiate new income for Sigmastrat to an agreed Quarterly/Yearly target.

-You will be presenting Sigmastrat to potential clients through direct communication in face to face meetings, telephone calls and emails

-You will be responsible for your own lead generation and appointment setting

-You will actively and successfully manage the sales process: lead generation; credentials pitch; asking questions; solution pitch; negotiation; close; handover to the account management team

- You will have individual responsibility for new business, and are expected to self manage, however, you will be part of a growing team of people at the same management level. Support is available by the managing and sales directors for complex large pitches and strategies

- You will represent Sigmastrat at industry events and tradeshow.

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-You will create and be accountable for all client proposals, contracts and any further documentation, following Sigmastrat procedure

- You will effectively interact with other departments including the account management and technical team when handing over campaigns ensuring you fully and correctly brief in all aspects of the sale

-You will be generally responsible for creating a business niche and projecting SigmaStrat in Ghana, Africa and Globally.

### Specific Tasks

- Posting of Business Development related articles on Sigmastrat website
- Presentations at Webinars/seminars/conferences
- Internally supporting SigmaStrat to create a presence and niche in Performance improvement in Ghana, by way of: Business Plan Writing
- Opening to SigmaStrat extensive high-level network for participation in SigmaStrat events
- Meeting with (but not limited to) potential sponsors and speakers at SigmaStrat events
- Act as a change agent/coach to instill and sustain changes in SigmaStrat
- Granting and participating in interviews/podcasts/discussions to promote Business improvements
- Proof reading/corrections/comments on articles written to be posted on Sigmastrat website
- Preparation of training modules for SigmaStrat
- Support in preparing Business Development documentation both internally and for external purposes
- Preparing marketing material both electronically and in hard copy and devise efficient marketing strategy
- Spearhead marketing campaign for SigmaStrat on social and professional media
- Other Business Development & Marketing support as may be required
- Proposal writing and sourcing of grants for local and regional impact and business development
- Supporting to bring more Business professionals onboard our client base as well as a pool of such persons for our Business improvement events through social media, personal contacts, and other appropriate media.

### Education / Experience

- Bachelors' degree in a relevant field. Minimum 5 years experience in a similar role
- MBA

### Skills Requirement

- Strong communication skills in all forms including written, oral, email, telephone, and presentation
- Possess drive, motivation and acute attention to detail in ensuring all sales opportunities to Sigmastrat are captured and explored
- Excellent organisational and time management skills
- A good and open communicator at all levels with a multi-national team of individuals and professionals.
- Leadership skills in a diverse geographic, cultural, and academic environment.
- High level of innovative ability to develop strategies and effective implementation

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- Possess the ability to motivate and maintain effective working relationships internally and external to Clients.
- Effective time management and strong organizational skills – must be able to balance competing priorities, complex situations and deadlines.
- Competency to plan, problem solve, organise, direct, and control.
- Competency with IT systems and the tools of knowledge management for collaboration, knowledge capture and transfer.
- Satisfactory budgetary, accounting and business acumen.
- Strong client management skills and ability to keep promises
- Ability to use own initiative and pay close attention to detail and to cope with competing demands and to prioritise tasks
- A positive attitude to dealing with people
- Capable of working independently, and having responsibility as an individual

### Additionally

We offer

- An alternate job within a dynamic team
- The challenges provided by a young and innovative company, combined with the stability of the companies vision

At SigmaStrat we make a commitment to the success of each individual team member. We offer benefits to chart your career path such as training, specialty assignments, cross-functional team project, and much more. Thus, SigmaStrat offers you the flexibility and opportunities you need to shape your career goals.

**Welcome to the world of proactive, strategic and innovative management consulting!**