

# BUSINESS DEVELOPMENT MANAGER

ALSO KNOWN AS:

SALES DEVELOPMENT MANAGER

STRATEGIC PARTNERSHIPS MANAGER

CLIENT ACQUISITION SPECIALIST

## FORGE NEW FRONTIERS IN THE MANUFACTURING LANDSCAPE.

As a Business Development Manager, you'll be the architect of opportunity, designing strategies to expand market share and forge profitable partnerships. Your keen eye for industry trends and ability to build lasting relationships will drive innovation and financial success in a dynamic global marketplace.

### KEY SKILLS

Skills which may benefit anyone considering a job as a business development manager include:

- ☑ Communication
- ☑ Market analysis
- ☑ Negotiation
- ☑ Networking
- ☑ Strategic planning

### CAREER PROGRESSION

In this role, you may have the opportunity to progress to other positions. Career progression opportunities include:

- Chief Executive Officer
- Supply Chain Manager
- Chief Operating Officer
- Chief Financial Officer

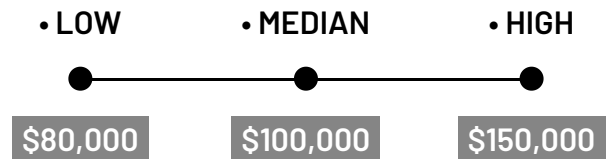
### VALUES & ATTRIBUTES

Values and attributes of anyone considering a job as a business development manager include:

- ☑ Resilient
- ☑ Adaptable
- ☑ Initiative
- ☑ Results-oriented
- ☑ Relationship-oriented
- ☑ Enterprising - "Persuader"

### SALARY EXPECTATION

The expected salary for a Business Development Manager can vary across different areas of manufacturing and may increase as you become more experienced.



## RELATED INDUSTRIES

- ▶ Aerospace and Defence ▶ Chemicals, Hydrocarbons and Refining ▶ Food and Beverage ▶ Furniture and Other Products
- ▶ General Manufacturing and Engineering ▶ Meat and Seafood Processing ▶ Pharmaceutical and Medical Technology
- ▶ Polymers, Plastic and Rubber ▶ Printing and Graphic arts ▶ Pulp, Paper and Packaging ▶ Renewables ▶ Textiles, Clothing and Footwear
- ▶ Timber and Wood ▶ Transport Equipment and Machinery

## RECOMMENDED SCHOOL SUBJECTS

- Business
- Economics

## CORE SCHOOL SUBJECTS

- General Mathematics
- Essential English

## JOB OVERVIEW

Business Development Managers in manufacturing are the catalysts for company growth and market expansion. They identify and cultivate new business opportunities, nurture client relationships, and develop strategies to increase profitability.

A typical day might involve analysing market trends, meeting with potential clients, collaborating with internal teams to develop tailored solutions, and negotiating contracts.

You'll be at the forefront of industry networking events, trade shows, and exhibitions, constantly seeking ways to position your company ahead of the competition. In today's rapidly evolving manufacturing landscape, your role in identifying emerging markets, fostering innovation, and driving sustainable growth is more critical than ever.

## WHAT WILL YOU DO?

Your role may include duties as follows:

1. You'll be expected to be constantly pursuing new business and expanding current client investments.
2. Ensure existing clients and stakeholders are satisfied with the company's performance and promises.
3. You'll spend a significant part of your day speaking with industry, attending events, networking opportunities and exhibitions, to ensure you're across all industry movements.
4. You'll be expected to draft and drive business plans designed for financial performance.
5. Work closely with adjacent teams to ensure successful new business and opportunity acquisition.

## HOW TO BECOME A BUSINESS DEVELOPMENT MANAGER

Becoming a Business Development Manager in manufacturing typically requires a combination of education, experience, and strong interpersonal skills. While entry-level positions exist, senior roles often require significant industry experience. Here are key steps to consider:

1. Gain experience in sales, marketing, or account management within the manufacturing sector
2. Develop a deep understanding of manufacturing processes, industry trends, and market dynamics
3. Build a strong network of industry contacts and potential clients
4. Hone your negotiation and presentation skills
5. Stay updated on emerging technologies and innovations in manufacturing
6. Seek mentorship from experienced business development professionals
7. Participate in industry associations and attend relevant conferences and trade shows

## VOCATIONAL EDUCATION & TRAINING

While many Business Development Manager roles require higher education, starting with VET can provide a solid foundation in business and sales principles. Consider the following options:

- Diploma of Business (BSB50120)
- Advanced Diploma of Business (BSB60120)

These qualifications offer practical skills in business strategy, sales techniques, and relationship management. Many VET courses include industry placements, allowing you to gain valuable experience and start building your professional network.

## UNIVERSITY & HIGHER EDUCATION

For those aiming for senior Business Development Manager positions in manufacturing, higher education can be beneficial:

- Bachelor of Business with a major in Marketing or Sales
- Bachelor of Commerce
- Master of Business Administration (MBA) with a focus on Strategic Management or International Business

These degrees provide comprehensive knowledge of business principles, strategic planning, and global market dynamics. Many programs offer opportunities for internships or industry projects, allowing you to apply your learning in real-world manufacturing contexts.

Continuous professional development is crucial in this field. Consider pursuing additional certifications or relevant industry-specific qualifications. Stay updated with the latest trends in manufacturing and business development through workshops, webinars, and industry publications.