

Partnership Proposal – Business Development Director

OTM proposes to contract with a flexible, well-connected, executive-level business development professional to open doors to new business relationships. This role will make introductions to key decision makers and assist OTM in developing new client relationships with the objective of growing the OTM business beyond its past and current customer footprint.

Role of the Business Development Professional

The role of the business development professional (BDP) is to assist in the growth of the OTM business according to the OTM marketing plan.

The role will:

- A. Help locate, identify and assess potential OTM customers.
- B. Generate unqualified to semi-qualified leads and new business opportunities.
- C. Open doors to new businesses who fit the OTM target profile.
- D. Make key introductions to key decision makers and gatekeepers.
- E. Enable the development of relationships between OTM and new customer or client.
- F. Act as OTM's European liaison, connecting OTM to potential customers and interested parties.
- G. Co-develop and negotiate through risk strategies for OTM opportunities, based on client need and market dynamics.
- H. Debrief, evaluate and re-calibrate role, responsibilities and tactics based on learnings.

Preparation and orientation to OTM:

To do this role well, the BDP will require some initial preparation and orientation to OTM. OTM commits to providing the BDP with remuneration for the following as considered part of an agreed immersion:

1. Compressed immersion into OTM's USP, solution sets, methodology and customer feedback.
2. Working closely with OTM's marketing, co-develop a BD story aligned with OTM's marketing strategies and plans for use with generating early interest.

Success Indicators:

- A. Set up a minimum of 2-3 new client meetings or presentations per month
- B. Deliver 10-12 unqualified to partially qualified contacts per quarter based on country, customer profile, sector parameters provided by OTM.
- C. Schedule a minimum number of meetings in one destination or area to justify the expense of an OTM subject matter expert joining for client introduction meetings.
- D. Develop 2-3 targets each quarter, in each chosen market/country/sector to establish contact and conduct initial conversation based on customer profile criteria provided by OTM.
- E. The BDP participates with OTM in 3-5 roundtables, presentations or workshop each quarter.

Talk to us about the remuneration of up to 15% on contract value, by emailing Mark LaScola – Managing Principal – mlascola@on-the-mark.com