

Business Development Officer (MDP) on Contract

MDI Gurugram invites applications for the position of Business Development Officer (MDP) on contract initially for one year, further extendable up to three years; subject to performance review every year. The candidate should have demonstrated excellence in managing Training & Development (MDP) activities with organizations of national and international repute.

Job Description

Position Title: Business Development Officer (MDP) on Contract

Nature of Recruitment: Contract

MDPs and Executive Training Programmes at MDI:

The highly interactive executive learning program at Management Development Institute, Gurgaon (MDIG) gives dynamic managers and leaders a chance to rethink, realign, and start over! As a result, the goal of our executive training programs and Management Development Programs (MDPs), which concentrate on different facets of management, is to create a new generation, of world-class leaders who can adeptly handle difficult managerial problems and challenges and who can transition between various managerial roles with ease.

MDI Gurgaon's MDPs are designed to be a high-impact, high-quality learning intervention that empowers leaders and executives from all backgrounds. The goal is to assist executives in reskilling and upskilling their knowledge and competencies through a variety of short- and long-term MDPs. In addition to training professionals employed by the government, PSUs, private corporations, and other social sector organizations, MDIG provides open and customized MDPs. MDI has trained over 100,000 managers in the course of 50 years. The Institute offers customised training modules to organisations of different kinds at different levels.

Roles and Responsibilities include:

- Client Engagement:
 - Build strong relationships with prospective clients, understand their requirements, and effectively communicate how our solutions can address their specific challenges.
 - Support and manage net New Business Development for open MDPs and customized training, and opportunities to cross-sell and upsell the training programs.
 - Liaising with various stakeholders such as Central/State Government, private corporations and other organizations, etc. for business development.
 - Manage the CRM efforts.
- Product Knowledge:
 - Develop an in-depth understanding of our educational products and services, staying updated on industry trends, and being able to articulate the value proposition to clients.

- Create and deliver compelling and customized presentations, demonstrations, and proposals that align with client needs, showcasing the benefits and features of our solutions.
 - Keep the marketing brochures/CVs ready to support participation in RFPs.
 - Gain a solid understanding of the technical aspects of our products, enabling you to not only communicate with the differentiators but also to address technical inquiries and objections from clients effectively.
- Collaboration:
 - Work closely with the faculty teams to ensure a seamless transition from early engagement to delivery, providing all necessary documentation including invoicing and support.
- Market Analysis:
 - Stay informed about the evolving education sector, competitor offerings, and market trends, and provide feedback to the product development team.
- Excellent Communication skills
 - Proficient in written and spoken English. Capability to articulate a response to RFPs and other client requirements clearly. Should be able to prepare proposals on client request.

Qualification and Experience:

- An ideal candidate should be a graduate from a reputed institute with MBA would be a plus. The candidate would have at least 5 years of relevant experience in service sales in a high-touch environment. A background in selling Management Development Programs, such as Training programmes, etc. involving designing, developing and marketing MDPs and executive training programs, Training and development activities, or related academic and professional services would be given preference.

Age Limit: Maximum 35 years as of the last date for receipt of applications.

Remuneration: As per Industry Norms but will not be constrained for suitable candidate.

Last date of receiving applications along with supporting documents is 13th December, 2024.