

Assistant Manager – Business Development

Mumbai | Full-time | On-site

Role Overview

We are seeking a results-driven business development professional to accelerate Packfora's growth through strategic client acquisition, solution selling, and relationship management. This role combines consultative sales, market development, networking, and customer engagement, making it ideal for someone who thrives on building connections, identifying opportunities, and converting prospects into long-term business partnerships.

Key Responsibilities

- Drive new business development, lead generation, and client acquisition across target markets.
- Develop a strong understanding of Packfora's products, services, and packaging solutions.
- Identify prospects, conduct client meetings, understand business needs, and convert opportunities through consultative solution selling.
- Manage CRM platforms including lead tracking, opportunity management, follow-ups, forecasting, and pipeline reporting.
- Build and nurture strong relationships with existing and prospective clients.
- Collaborate with Packaging and Operations teams to develop customized solutions and commercial proposals.
- Represent Packfora at packaging expos, conferences, exhibitions, and networking events.
- Identify new market opportunities, customer segments, and strategic partnerships.
- Track business development activities, pipeline performance, conversion metrics, and revenue growth.
- Stay current on packaging industry trends, emerging technologies, and market insights to drive thought leadership and customer engagement.
- Maintain professional and technical knowledge through industry workshops, publications, networking forums, and professional associations.

Key Qualifications

- 4-6 years of experience in B2B sales, business development, consulting, or solution-selling roles.
- Bachelor's degree in Business, Marketing, Engineering, Packaging, or a related field.
- Experience working with CRM platforms such as Salesforce, Microsoft Dynamics, HubSpot, or equivalent.
- Exposure to the packaging, manufacturing, industrial, consulting, or allied B2B sectors is preferred.
- Proven track record of lead generation, client acquisition, and revenue growth.

Skills & Competencies

- B2B Business Development & Client Relationship Management
- Consultative Selling and Solution Selling
- Sales Pipeline Management & CRM Proficiency
- Lead Generation, Prospecting & Market Development
- Strong Communication, Presentation & Negotiation Skills
- Ability to build credibility and influence stakeholders at multiple levels
- Understanding of Packaging Industry and Converting Sector preferred
- Networking, Relationship Building, and Industry Engagement

- High energy, self-motivation, and a proactive approach to business growth
- Willingness to travel for client meetings, industry events, and business development activities