# Business

Development Manager

#### *The business development manager is responsible for the growth of the company and the management of the business development team. The business development manager operates at a level beyond the typical role of a business development officer by stretching the reach of the company beyond the footprint generated by the sales team.*

Purpose of Role

The business development manager will work in the community to broaden the company’s reach. They will build and nurture relationships with private investors and clients

of other companies, along with people who are interested in buying their first investment property.

The business development manager will invest time and resources in those relationships and will have a longer view of the sales and growth function than most others in the company.

Our Business

Our company is a business dedicated to exploring the limits of property management. Its sole focus is to find new ways to deliver exceptional service – both to the

company’s clients and the property management industry as a whole.

## Qualifications and Experience

* State Certification or full License
* Appropriate CPD points
* Customer service or sales background
* Previous business development roles

## Personal Attributes

* Is highly organized with excellent time management skills
* Is well presented
* Is articulate
* Establishes rapport with people
* Is comfortable with negotiation
* Has a deep desire to improve
* Exhibits an exceptional work ethic
* Displays an understanding of the importance of the team and the individual’s place in it
* Demonstrates respect and integrity when dealing with others

*Business*

*Development Manager*

#### *Job details*

*Title:*

Business Development Manager

*Location:*

### Sydney

*Role reports to:*

### Business Owner and Business Manager

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| *Competency Area* | *Depth Required* | *Competency Overview* | *Responsibilities* |
| *Leasing**the Property* |  | Leasing a vacant property is one of the most visible yet potentially difficult tasks for a property managementteam. Excellence in this area is critical to the perceived value and quality of the company. | Provide leasing advice to the leasing agentDevelop and implement (Comparative Market Analysis) CMA company guidelinesCreate scripts and dialogues for accepting and rejecting applications |
| *Nurturing Relationships* |  | The success of any growth strategy requires developing sustained and mutually valued relationships with people that may be interested in your services at somepoint in the future. | Design and implement investor programsEstablish new business lead generation conceptsOrganize and attend community investor nights |
| *Working across the Company* |  | A company can create significant long term business value by getting the different divisions to work together and putting the client at the center. | Establish referral networks for lead generationAttend sales strategy meetingsProactively engage the team in company culture |
| *Structuring Service Offerings* |  | There is so much to property management that it is important to match your service packages to meet the needs of potential clients.Getting this right is the key to marketing your company and new business negotiation. | Review service packages offered to clientsNegotiate multi-owner fee packagesMeasure department profitability within the company |
| *The Competitive Landscape* |  | We all operate in a highly competitive marketplace and it is critical to any growth plan that one has a deep understanding of the market and the players in it. Insights can be the catalyst for significant growth. | Create marketing plans for the companyMeasure the effectiveness of marketing campaignsSurvey clients and produce feedback analysis |

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| *Competency Area* | *Depth Required* | *Competency Overview* | *Responsibilities* |
| *Marketing the Company* |  | Marketing involves two interconnected ideas: understanding your clients and what they want and think of you; and positioning your business to meet the market opportunity. | Role play negotiation techniques with the teamDesign and implement a learning plan from past negotiationsNegotiate fees with key clients |
| *Negotiating Skills* |  | A good negotiation will combine science and art to find paths to mutually beneficial outcomes.Deep competencies in this area will help a company find creative solutions tochallenges and opportunities. | Run community education seminarsCanvas local businesses to form relationships for lead generation |
| *Community Involvement* |  | A real estate agency has always been one of the cornerstones of the local business and broader community. Getting involved is good local citizenshipand good for the long term health of the company. | Run community education seminarsCanvas local businesses to form relationships for lead generationSupport a local community organization |
| *Property Management Basics* |  | Understanding the basic concepts of property management brings understanding to the needs of the business, the team and its stakeholders. Everyone in the team must be across these concepts. | Create training programs for company staff on leasing and new tenant conceptsManage and maintain a risk registerEnsure all staff have sound understanding of industry legislation |
| *Basics of Real Estate Investment* |  | Success in the future will require us to broaden the scope of what we consider to be our role. The best place to start is with the investment itself and the issues that come with investing in real estate. | Create a training program for the understanding of taxdepreciation and capital gainsDevelop an FAQ sheet on property investment for implementation by the team |