

Business Development / Sales

Role Definition

Drive revenue and develop channel, product and Go-to-Market opportunities by executing deals and developing partnerships.

RevelOne Insight

It's important to match skills to the complexity and type of deals required as well as need for process orientation vs. scrappy "get it done" type.

Section 1. Role Archetypes

The Hunter

- Likes to pursue new business and willing to do what it takes to open doors and create opportunities cold. Highly independent, results oriented, and self-driven.
- Often less interested in developing new processes or following existing ones than doing whatever is needed to close business.
- May be oriented to either standard deals off a price sheet or negotiating more complex or custom arrangements.

The Farmer

- Relationship oriented and likes building on existing leads or growing revenue with customers.
- Good with solution selling & identifying new opportunities in existing relationships, aligns with Account Manager type.
- Comfortable with process and collaboration in the org.
- Fits companies with strong existing relationships or concentrated markets where the company tends to have first intros.

The Playbook Builder

- Process-oriented seller interested in developing repeatable steps, frameworks and documentation.
- More of a structured, logical thinker oriented to breaking down the buyer's purchase journey.
- Good collaborator with others in the organization such as marketing and customer success.
- More likely to have potential as a sales leader and manager who can develop and mentor a sales team under them.

Section 2. Role Leveling

Common Titles

Business Development, Partnership Marketing, Channel Sales, and Enterprise Sales.

Role Leveling Chart

VP

- Strong cross functional leader who can share front line market insights to contribute to overall company strategy (marketing, product, pricing).
- Can build and manage a growing team, including comp plans, revenue forecasting, and training/onboarding.
- Can handle complex deals and develop new deal types.

Director/Head Of

- Either strong independent contributor or player-coach.
- Can develop some process components and contribute to selling strategies.
- Can manage a small team of direct reports (<3).

Section 3. Priorities & Skills

Instructions

RevelOne suggests that you select 3-5 top role priorities to properly focus the requirements for the role / search.

Role Priorities Chart

Hit BD/sales targets - revenue, deal types, target verticals.

Develop and close new partner, channel or distribution programs.

Define KPIs, qualification criteria, and pipeline metrics to support reporting, forecasting and management of deals.

Create process, documentation and playbooks for sales process, collaborate with marketing on lead qualification, scoring, and lifecycle.

Close deals to achieve new product or capability requirements.

Work closely with leadership team and product team to shape solutions and roadmap.

Support partnership programs with strategic categories of partners and be accountable for delivering against KPIs and plans.

Collaborate with Marketing, PR and communications teams on go-to-market strategy.

Manage and mentor business development professionals and help build team culture.

Additional considerations for discussion

- Company stage
- Vertical and company experience
- Product / deal complexity
- Domestic or international markets
- Involvement with product teams
- New or existing product category

Instructions

Select the most desired skills. Consider priorities and skills holistically to ensure you seek skill sets that nest together in real-life candidates.

Skill Portfolio Chart

Sales Skills

Prospecting and research

Buyer journey / purchase decision mapping

Business case development

Solutions development

Deal negotiation

Project Management

Relationship building

Cross-functional collaboration

Other

Pipeline Management, CRM / Salesforce

Financial Modeling

Process and documentation

Key Metrics

- Average Deal Value
- Time to Close
- Close rate
- Revenue
- Deal profitability/ROI
- New partners/ channels