



Longhurst Consulting is a locally owned and operated business. With more than 35 years of experience in the IT industry, our professional team has helped countless businesses throughout Alberta and across Canada with their IT needs. With complete services available including IT consulting, IT support, network design, wireless infrastructure, security systems and more, Longhurst is the trusted source for everything IT related throughout Alberta.

Longhurst Consulting offers IT Solutions through Canada's leading network of independently owned IT system integrators and value-added resellers. The Longhurst Consulting Network has built up longstanding customer relationships based on their strong commitment to superior customer service.

Job Title: IT Business Development Manager, Existing Clients.

Overview: We are seeking a highly motivated and experienced professional to join our team as a Business Development Manager for our managed IT services. As a crucial member of our organization, you will be responsible for driving business growth, expanding our client base, and cultivating long-term partnerships. In this role, you will have the opportunity to showcase your exceptional sales and relationship-building skills while promoting our innovative IT solutions and services.

Responsibilities:

Sales and Lead Generation:

- Identify and capitalize on new business opportunities by proactively researching, prospecting, and generating leads.
- Build and maintain a robust pipeline of qualified prospects through effective networking, cold calling, and attending industry events.
- Conduct thorough market research to identify trends, competitor analysis, and potential areas of growth.
- Develop compelling sales pitches, presentations, and proposals tailored to the unique needs of clients.
- Engage with potential clients, understand their pain points, and articulate how our managed IT services can address their specific challenges.

Relationship Management:

- Nurture and foster relationships with existing clients, acting as their trusted advisor and point of contact for IT-related needs.
- Collaborate closely with the technical teams to ensure seamless delivery of services and exceed client expectations.
- Regularly visit and engage with key stakeholders to strengthen relationships and identify opportunities for upselling and cross-selling.
- Provide exceptional customer service and respond promptly to client inquiries, resolving any issues in a professional and satisfactory manner.

Business Growth Strategy:

- Develop and execute a strategic business development plan to achieve sales targets and objectives.
- Stay updated with industry trends, market dynamics, and emerging technologies in the managed IT services space.
- Analyze market potential and develop strategies to enhance our competitive edge, positioning us as a leader in the industry.



- Collaborate with internal teams, including marketing, operations, and finance, to ensure effective coordination and alignment of business development efforts.

Reporting and Analysis:

- Track and analyze sales metrics, pipeline activity, and business development performance.
- Prepare regular reports and presentations showcasing progress towards targets, market insights, and recommendations for improvement.
- Utilize CRM systems and other tools to maintain accurate records of client interactions, sales activities, and forecasts.

Qualifications:

- Bachelor's degree in business administration, Marketing, or a related field is not a requirement but would be an asset.
- Proven track record of success in business development and sales within the IT services industry, preferably within a managed IT services provider.
- Strong understanding of IT infrastructure, cloud services, cybersecurity, and related technologies.
- Excellent communication and interpersonal skills, with the ability to engage and influence stakeholders at all levels.
- Strong negotiation and closing skills, with the ability to navigate complex sales cycles.
- Exceptional organizational and time-management skills, with the ability to prioritize and multitask effectively.
- Results-oriented mindset, with a demonstrated ability to meet and exceed sales targets.
- Proficiency in using CRM systems and other sales tools to track and manage sales activities.
- Willingness to travel as needed to meet with clients and attend industry events.

Join our dynamic and innovative team as a Business Development Manager for a leading managed IT services provider. With a competitive salary, attractive benefits package, and room for growth, this role offers an exciting opportunity to make a meaningful impact on our business expansion while driving success for our clients. Apply now and be part of our journey to revolutionize the IT industry.