

Business Analyst JD

Overview: We seek a highly motivated and analytical individual to join our pre-sales team as a Business Analyst. The ideal candidate will have a strong understanding of business processes and a proven ability to translate client requirements into innovative solutions. This role requires excellent communication skills, as you will be responsible for engaging with clients to understand their needs and presenting tailored solutions.

Responsibilities:

1. Client Engagement:

- Engage with potential clients to understand their business objectives, challenges, and requirements.
- Conduct discovery sessions and workshops to gather detailed business requirements.

2. Solution Design:

- Analyze client requirements and develop innovative solutions that address their business needs.
- Collaborate with cross-functional teams to design comprehensive solutions, including sales, product development, and implementation.

3. Proposal Development:

- Assist in the development of proposals and presentations tailored to individual client needs.
- Provide input on pricing and packaging strategies based on solution requirements.

4. Product/ Service Knowledge:

- Maintain a deep understanding of our products and services, as well as industry trends and best practices.
- Leverage product knowledge to recommend solutions that align with client objectives.

5. Requirements Documentation:

- Document detailed business requirements, functional specifications, and solution designs.
- Ensure that proposed solutions are feasible and align with the company's capabilities.

6. Technical Support:

- Collaborate with technical teams to assess the feasibility of proposed solutions and address any technical concerns.
- Provide technical support during the sales process, including product demonstrations and proof of concepts.

7. Generating Leads :

- Research and identify potential clients in the IT industry Use various channels such as email, social media, and phone calls to reach out to potential clients Qualify leads based on specific criteria Set up meetings and appointments for the sales team, Maintain a database of leads and update it regularly, Collaborate with the marketing team to develop lead-generation strategies.

Qualifications:

- Bachelor's degree in Business Administration, Computer Science, or a related field. Master's degree preferred.
- Proven experience as a business analyst or consultant, preferably in a pre-sales or client-facing role.
- Strong analytical skills with the ability to translate business requirements into technical solutions.
- Excellent communication and presentation skills, with the ability to articulate complex concepts to both technical and non-technical audiences.
- Solid understanding of business processes, enterprise software, and technology trends.
- Experience with CRM systems (e.g., Salesforce), business intelligence tools, and project management methodologies is a plus.
- Ability to work collaboratively in a fast-paced environment and manage multiple priorities effectively.