

## 1. Position: Senior Business Consultant

## 2. About Us:

mediaman is a **solution provider** for digital transformation projects in China. We create and implement digital products, platforms and experiences with a focus on the automotive, mobility and b2b industries.

We are one of the first user-centered digital service providers in China, with 12 years of market experience and a long track-record of successfully implemented digital projects for designated clients.

Originating from Germany, and with offices in the US, Germany and China, we share a common philosophy of designing and engineering integrated solutions that are user-centered, business-oriented and tech-driven.

With our Next Mobility Lab, we redefine digital transformation for our clients in the automotive and mobility industries. We turn ideas into ventures and bring them to the market.

We are curious and daring explorers, following our dreams. We have built several digital startups in the past, failed with a few, but succeeded with two so far. And we're already working on the next one.

## 3. About this Position:

We are looking for a Senior Business Consultant to join our team. You will establish new relationships with decision-makers in companies, which are considered TA. You will create meaningful, appealing and convincing proposals, which communicate quality and effectiveness of our service, and convert them into actual sales. You will make sure of the transparency on all activities and their impact, and a tracking of progress.

For this position, we expect you to create relationships with the target audience and create sales for mediaman. You are more than just introducing a standard service and quoting for it. You need to have the ability to act as a consultant for digital business, and introduce a strategic approach to customers.

You should be able to understand the client and his particular situation, with all external and internal influences, and carry this information to the back office. You should base on the overall direction of the company, define the topics, tonality and means of communication so as to increase interest on the TA side.

## 4. Responsibilities:

- Identify target verticals (for example where there is a potential to sell a digital service, or where our agency has already experience)
- Identify companies within the target verticals, and the appropriate contact person with potential purchase interest and decision making power.



- Establish deeper contact through meetings, phone conversations, E-Mails, presentations, etc.
- Record contact information in the CRM
- Maintaining the Contact, keep in touch on a regular basis, subscribe the target person to our standard publication (Juggler, Quarterly, Trend Presentations, Christmas Cards, etc.) and maintain contact on a direct, personal level (for example: invite for lunch)
- Actively going out to meet potential customers and partners at industry events, networking events, trainings, seminars, etc.
- Create project proposals for clients on their request.
- Manage proposal process independently and self-responsibly.
- Use resources, which are needed for creating a proposal, responsibly. Make clear records on what was spent/invested for a proposal, using our resource booking system and in close communication with the project management team.
- Cross-check proposals and quotations with the management and the leadership team
- Communicate closely with the customer throughout the proposal process. Inform the customers approved by the back office, in any case.
- Creating clear, logical and comprehensive briefings
- Accompany the project team through kickoff, monitor the project process and attend important milestone meetings
- Support in creating proposals and presentations (PPT, Research, etc.)
- Accurate documentation in the CRM (Accounts, Contacts, Contact Log, Opportunities)
- Reporting in the weekly meeting
- Written Monthly Report, which should include an overview on:
  - Marketing Activities
  - Sales Activities
  - Activities for Existing Customers
  - Progress Tracking (Summary Last Month and Forecast Next Month)
  - Anything else worth mentioning

### 5. Required skills:

- Bachelor degree or above
- At least 5 years of related working experience
- Good command of prospecting skills and sense of territory management
- Excellent presentation skills
- Possess good salesmanship, self-motivated, results-orientated
- Ability to work with customers on resolution of technical issues
- Creative and innovative and has own initiative
- Satisfaction of internal and external customers
- Chinese and/or English language skills

### 6. What perspective we offer to employees

mediaman is good for your career. That's not an overpromise. Many of our former employees have taken leading positions in great companies, after being with us.

But you don't need to leave us to grow further: At mediaman, we offer career paths from junior to senior director positions, team leader positions and partnerships. Furthermore, we offer sponsorship for training programs, international exchange and support for your own innovation plans.

## mediaman //

At mediaman you'll learn digital transformation from various perspectives: business innovation, technology, production processes and user experience design. We work in an open environment, where you can easily access and learn from people in your adjacent areas. We give space to sharing, creating and debating of ideas and trends that influence our work.

You'll go through a growth spurt that will help you to manage digital challenges of tomorrow.