

BuzzIQ Labs

<https://buzziqlabs.com/careers/business-development-executive-fbd020/>

Business Development Executive

Description

Job Title: Business Development Executive

Company: BuzzIQ Labs

Location: Pune (Hybrid)

Employment Type: Full-time

About BuzzIQ Labs

BuzzIQ Labs is your trusted B2B demand-gen partner built for the new era – where buyers are informed, journeys are complex, and growth demands precision.

We specialize in creating intelligent, full-funnel marketing systems that help businesses attract the right audience, build trust, and convert demand into measurable revenue. BuzzIQ Labs serves clients across APAC, EMEA, and North America, bringing a global perspective to every engagement.

Responsibilities

We are looking for an ambitious, results-driven Business Development Executive to spearhead outbound pipeline generation and client acquisition for our growing B2B SaaS portfolio. In this role, you will act as the tip of the spear for BuzzIQ Labs' revenue growth—identifying, prospecting, and qualifying VP of Marketing, CMO, and Growth Lead opportunities within mid-market and enterprise SaaS accounts.

- **Outbound Pipeline Generation:** Prospect, qualify, and generate new B2B sales opportunities using multi-channel cold outreach (LinkedIn, personalized email, phone, and video messaging).
- **Ideal Customer Profile (ICP) Targeting:** Research and identify high-fit target accounts (B2B SaaS companies with Series A to Series C funding or established enterprise ARR) that match BuzzIQ Labs' core service strengths.
- **Discovery & Value Propositioning:** Conduct structured initial discovery calls to understand prospect pain points in organic search, customer acquisition cost (CAC), and pipeline generation, positioning BuzzIQ Labs' solutions effectively.
- **Sales-Marketing Alignment:** Partner closely with internal demand generation, SEO, and content leads to leverage agency insights, client case studies, and audit data within cold outreach and deal messaging.
- **CRM & Pipeline Governance:** Maintain strict CRM discipline (HubSpot/Salesforce) by logging all prospect interactions, updating deal stages, and tracking outreach metrics to maintain accurate pipeline forecasting.
- **Meeting Handoffs & Deal Support:** Qualify leads using frameworks like BANT/MEDDPICC and seamlessly transition high-intent opportunities to Senior Growth Partners/Account Executives for pitch presentations and contract closing.
- **Industry & Competitive Intelligence:** Stay up-to-date on modern SaaS GTM trends, SEO shifts, and competitor capabilities to tailor messaging to tech marketing executives.

Hiring organization

BuzzIQ Labs

Employment Type

Full-time

Job Location

Pune, Maharashtra, India

Date posted

September 21, 2026

Qualifications

- **Experience:** 2–4 years of experience as an SDR/BDR or BDE in B2B tech, SaaS, or a digital growth/marketing agency environment.
- **Outbound Mastery:** Proven track record of consistently meeting or exceeding outbound meeting and pipeline creation quotas.
- **Tech Stack Proficiency:** Advanced hands-on experience with modern sales engagement tools (e.g., Outreach, Salesloft, Apollo.io, ZoomInfo, LinkedIn Sales Navigator, and HubSpot CRM).
- **Communication Skills:** Exceptional written and verbal communication, with an ability to write sharp, non-generic cold emails and navigate objections from executive-level buyers.
- **Domain Awareness:** Strong understanding of fundamental B2B marketing concepts, SaaS growth metrics (ARR, CAC, LTV, MQL/SQL), and agency service models.
- **Self-Motivation:** High energy, grit, and curiosity with a strong desire to build a long-term career in tech sales and business development.

Preferred Qualifications

- Experience selling digital marketing services, SEO strategies, or RevOps consulting to B2B tech leadership.
- Familiarity with account-based marketing (ABM) techniques and social selling on LinkedIn.

Job Benefits

- Competitive base salary + handsome commission structure tied to qualified pipeline and closed revenue.
- Hybrid work environment with flexible working hours.
- Comprehensive training on B2B SaaS growth strategies, modern sales methodologies, and AI-driven prospecting tools.
- Clear career development pathway to Senior Account Executive or Sales Management roles.