



Director of Business Development

Position Description

Reports to: President

Division/Department: Business Development

Supervises: Account Managers, Marketing

Status: Full Time, Exempt

OVERVIEW

This position is responsible for overseeing the development and orchestration of effective sales processes. Develop and oversee business development programs for continuous market competitiveness. Establish contact with individuals and organizations for the purpose of making sales presentations that will lead to new customers. Also, ensures a successful transition of employment for all new department staff. Partner with consultant to manage the sales staff, creation of the sales plan, documentation of sales activity and results, and achievement of sales goals. Must be able to achieve set KPIs related to overall company revenue and job forecasting.

RESPONSIBILITIES

Principle Duties and Responsibilities

- Function as an effective member of the management team, setting overall sales direction for the company, and representing the sales function in all planning efforts.
- Exceed company targets for sales revenue and goals for sales activity metrics
- Identify potential new markets and customers
- Develop annual, monthly, and weekly sales goals in conjunction with the strategic plan
- Develop sales strategies and processes
- Maintain sales capacity through effective hiring, training, and territory assignment for sales representatives
- Deliver effective sales presentations
- Insure up to date documentation of all sales activities, results, customer information, and sales routes and territories
- Provide input into annual business development budget and control expenditures within the budget
- Maintain market leadership through effective selling processes, high quality marketing materials, web site, and presentations
- Participate in and network within trade associations, affinity groups, networking organizations, and community associations
- Develop existing accounts and maintain phone and in-person contact
- Provide direction and input on sales representative compensation plans
- Track and report significant changes involving the economy, markets, and competitive landscape related to the company's services
- Network with executives in similar positions
- Attend trade shows and industry organization events as required

- Actively develop sales staff to prepare them, where appropriate, for higher level positions within the company
- Prepare and conduct effective weekly sales meetings in conjunction with Sanktum team
- Oversee master service agreement (MSA) contract renewal and execution.
- Perform other functionally related duties, as required.

Decision Rights and Authority

- Approve all sales compensation plans
- Development of strategic goals and objectives related to the sales function.
- Purchases within the budget established in the strategic plan.
- Hiring and termination authority for sales and marketing.

Qualifications-Knowledge, Skills, and Abilities

- **Education and Experience**
Associate degree in business, marketing, or related field required with a bachelor's (4-year) degree preferred. Five (5) to seven (7) years of relevant experience including three (3) years of management experience.
- **Selling Skills**
Understands and effectively applies the concepts of differentiation and adding value. Knows customer markets, the issues and challenges they face, and can translate that information into useful selling strategies. Builds long-term relationships that drive increased revenue and demand for services.
- **Financial Reports and Documents**
Understands concepts and the content of financial reports: Profit & Loss, Balance Sheet, and Cash Flow. Able to interpret results and translate into focused actions.
- **Strategic Skills**
Comprehends the "big picture." Determines opportunities and threats. Is comfortable contributing to the strategic plan and future direction for the organization.
- **Mathematical Skills**
Strong math and accounting skills. Ability to compute rate, ratio, and percentages, interpret financial reports, and analyze performance against business plans and industry benchmarks.
- **Computer Skills**
Demonstrates proficiency in the use of computers and computer software, MS Office, Word, and Power Point.
- **Certificates, Licenses, and Registrations**
None required for this position.

