

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.

Physical Demands

The physical demands described below are representative of those that must be met to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, use hands to finger, handle or feel, reach with hands and arms, and talk or hear. The employee is frequently required to stand and walk. The employee must regularly lift and / or move up to 10 pounds and frequently lift and / or move up to 25 pounds.

Working Conditions

- This work of this position is predominantly carried out in an office environment. Daily exposure to the shop where vehicles and equipment are housed and maintained is expected.
- Noise level in the work environment is usually quiet.

Please note this job description is not designed to cover or	r contain a comprehensive listing	of activities, duties or
responsibilities that are required of the employee for this j	ob. Duties, responsibilities and a	ctivities may change at
any time with or without notice.		
Director of Business Development Date	President	Date