

JOB DESCRIPTION

Job Title	Director
Department Name	Business Development (Sales)
Primary Responsibilities (General description of job)	
<p>The Business Development Director (BDD) will lead all client management and sales growth efforts within assigned accounts. The BDD will be responsible for managing and growing the existing base of business while also identifying and closing new opportunities. The BDD will be expected achieve individual sales goals as set by management. The BDD will report to the Vice President of Sales (VP Sales).</p>	
Key Accountabilities (Specific functions as they relate to the job)	
<ul style="list-style-type: none"> • Prospect <ul style="list-style-type: none"> ○ Develop target account lists according to company criteria ○ Identify best prospects in target accounts ○ Do independent research on target accounts to identify potential needs and interest gathering statements ○ Initiate contact with prospects and stimulate interest following MotivAction sales and prospecting ○ Qualify prospects • Advance the sale <ul style="list-style-type: none"> ○ Identify and validate the performance challenge ○ Clearly articulate how MotivAction's performance model brings value to the prospect ○ Use knowledge of client business to confirm opportunities for MotivAction solutions ○ Clearly communicate MotivAction capabilities, value propositions and share relevant reference stories ○ Define clear value propositions that address the client's performance issue ○ Tailor your conversation and messaging based on the prospect type ○ Follow company sales process to get necessary agreements and acts of commitments to advance the sale • Close <ul style="list-style-type: none"> ○ Negotiate access to decision makers ○ Develop strategy to win the business ○ Lead the internal team in the development of effective proposals ○ Negotiate the deal; resolve deal points ○ Close the sale • Retain and grow accounts <ul style="list-style-type: none"> ○ Identify potential new opportunities within existing account ○ Build deep relationships within current accounts based on delivering results and high levels of service ○ Ensure client satisfaction with existing programs ○ On strategic accounts (as determined by sales management); develop and execute strategic account plans to grow business within account ○ Deliver training and updates to keep team members up-to-date on changes and opportunities in account ○ Set the tone and standards for client service and quality of deliverables • Maintain accurate and updated sales data in MotivAction CRM tool (Salesforce.com) <ul style="list-style-type: none"> ○ Account, lead, contact, appointment and opportunity data ○ Enter and maintain accurate gross profit forecasts by opportunity 	
Qualifications, Skills, Experience	
<ul style="list-style-type: none"> • Executive-level business acumen, specifically in the areas of sales and marketing • Must be able to gain the respect of colleagues and customers, and build strong relationships with a wide variety of people at all levels of corporate structure • Outstanding verbal and written communication skills • Background in agency or professional services industries (Incentive Marketing, Consulting, Advertising, Training, Sales Promotion or Incentives) • 5+ years direct selling/account management experience • Excellent organization skills • Strong facilitation and negotiation skills • High and unwavering standards for quality and customer satisfaction • Tech savvy; CRM experience (SalesForce.com preferred) • Minimum education: four-year degree 	
How this Position will be Measured	
<ul style="list-style-type: none"> • Achieving sales goals on a yearly basis. Goals include gain, grow and retain gross profit expectations. 	
Reports to:	Vice President of Sales
Date Updated:	January 2012

