



BUSINESS DEVELOPMENT MANAGER

Job Description:

The Business Development Manager is responsible for establishing relationships to facilitate lead generation. As a Business Development Manager, you will prospect mid-large enterprise level accounts selling sales & channel enablement, branded merchandise, eCommerce, and print/ collateral, and kitting programs. This is a critical role in the support and development of Alcom's new business opportunities.

Responsibilities:

- Identify and build specific prospect lists and secure qualified opportunities.
- Effectively establish business relationships to facilitate lead generation. You connect with the right people and thrive on creating beneficial partnerships at all levels.
- Find and close new business by planning, preparing and executing high impact meetings with prospects and clients.
- Approach and handle clients with the highest level of customer service with a focus on creating consultative partnerships.
- Utilize effective direct selling techniques and market strategies to expand product demand.
- Manage day-to-day project management working with internal and external stakeholders
- Meet and exceed annual budgeted sales and revenue targets.
- Assist in the RFP responses including approach development and authoring when appropriate.
- Identify and develop a strong understanding of each client's core objectives and challenges.
- Willingness to travel when needed.

Qualifications:

- Identify customer needs and develop a comprehensive customer acquisition strategy to drive value.
- Experience building and delivering proposals and successful presentations.
- Strong understanding of traditional and emerging marketing techniques.
- Experience planning and executing multichannel marketing campaigns and programs.
- High energy, self-starter with a demonstrated ability to develop and nurture relationships and work effectively at all levels of the decision-making process.
- A strong communicator who can adjust their communication style based upon an understanding of the audience's challenges and goals.
- Strong analytical skills.
- Ability to work independently as well as within a team environment.
- Have a great work ethic & professional attitude.
- Broad understanding of client budgets and initiatives
- Extensive existing industry contacts a plus as well as an established client base of media agencies and brands.

Education:

Associates Degree in Marketing or 3-5 years sales and marketing services experience