unified brands™
A DOVER COMPANY

Job Description: **Business Development Manager [BDM]**

Reports To: **Regional Sales Manager**

Location: **Remote**

ESSENTIAL DUTIES AND RESPONSIBILITES:

- Develop the pipeline of new business coming in to the company. This requires a thorough knowledge of the marketplace, product offering and of Unified Brands competitors
- Identifies and assigns new leads to local manufacturer's reps.
- Develops and conducts education and training programs to grow product sales with our product managers.
- Collaborates with manufacturer reps. to identify key accounts to call on in order to generate demand and cultivate relationships.
- Executes tactics to support overall region and company strategies/goals by identifying potential sales opportunities within the channel; End-user, dealer and consultant and closing sales.
- Works cross functionally with internal resources; customer service, product management, marketing, design engineering and service, etc. to bring viable solutions for customer's needs to win the business. Assists Customer Service and Field Sales Team in the resolution of customer disputes
- Participates in product development and improvement programs, providing first-hand, experience-based market intelligence on customer requirements, product performance, and other key factors, and providing voice of customer inputs.
- Locates potential business by targeted segment. Develop strategic customer sales / marketing plans and participates in business planning. Develop sales and distribution channels with the RSD.
- Conducts exercises such as direct marketing, conference participation, product training to propagate brand awareness and win subsequent sales for Unified Brands.
- Represents the Company and the brands at trade shows, and similar events to create business opportunities. Drive the creation of engaging and impactful trade show displays and activities that will create excitement and interest in the related brand/s.
- Develop and maintain key relationships with end users. Only required to call on dealers and consultants if requested and/or supported by end users.
- Maintain and develop CRM database, provide monthly reports and forecasts. Tracks and documents prospecting activities, new contact names, and opportunity qualification notes.
- Updates job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; participating in professional organizations.
- Protects organization's value by keeping information confidential.

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REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

- Order closing skills
- Motivated for sales
- Prospecting Skills
- Sales Planning
- Understanding customer needs
- Territory management
- Presentation skills
- High energy level
- Meeting or exceeding sales goals
- Professional

EDUCATION AND EXPERIENCE:

- Education preferred- Bachelor's Degree advanced
- Previous experience or aptitudes for field sales, sales management, technical sales/sales support or marketing. Experience varies by job grade.
- Creative problem-solver, with strong leadership, interpersonal and relationship skills and "get-it-done" attitude.
- Excellent communications and presentation skills.
- Working knowledge of computer software, with demonstrated competence with Microsoft Office applications.

PHYSICAL REQUIREMENTS:

Type	**Rarely 0 -12%**	**Occasionally 12 – 33%**	**Frequently 34 – 66%**	**Regularly 67 – 100%**
Seeing:				X
Hearing:				X
Standing/Walking				X
Climbing/Stooping/Kneeling		X		
Lifting/Pulling/Pushing	X			
Fingering/Grasping/Feeling:			X	

WORKING CONDITION:

- Normal office environment. Travel by surface or air pertinent to activities including some weekends and holidays. Travel anticipated 30-50% of normal work period.