



Business Development Manager

Job Scope

The role of the Business Development Manager is to provide strategic leadership and direction to the company's business development team, ensuring that they deliver exceptional outcomes that align with the company's objectives. This includes identifying new business opportunities, developing and implementing effective strategies, and fostering strong relationships with key stakeholders. The Business Development Manager will also monitor market trends, assess competitive threats, and provide recommendations to senior management on maintaining the company's competitive edge.

Responsibilities

- Develop Business plans to meet KPIs and generate total market growth.
Identify, manage, and resolve internal and external hurdles.
Build relationships with Account Managers to monitor engagement and customer satisfaction.
In ENGAGE, document 100% of calls, communications, action items, etc., and continuously monitor these KPIs.
Prospect, uncover, and develop a selling strategy to secure new business.
Continuously develop and maintain a healthy pipeline of prospects and potential clients.
Establish relationships with C-level leaders, expanding our footprint into large, strategic accounts.
Develop new customer relationships by promoting FSG capabilities through networking, cold calling, and onsite visits.
- Work to uncover and understand clients' unmet needs and identify and work with FSG local and national account reps to meet those needs.
Utilize social platforms to generate and promote client engagement.
Understand FSG proposal format, contract language, pricing structure, and services.
Be able to speak to FSG-published case studies and success stories within this market.
Sell with integrity and appropriately track prospect data to ensure a coordinated and consistent client experience in alignment with FSG culture.
Proactively and consistently demonstrate the value of partnering with FSG, highlighting key pillars of the value proposition.
Overcomes objections and resistance to proposed solutions with key client decision-makers and mobilizes them to action.
Understand key market competitors, terminology, technology, trends, and regulations at a tactical level.
Responsible for attending and determining the correct trade shows within this market.
Increase market share by generating interest and demand in the assigned market.

Requirements

As an EEO/Affirmative Action Employer all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status.



- High School Diploma / GED, or 5+ years of Sales Experience.
Ideally, 3+ years of experience in Sales.
Strong customer-facing skills (Executive presence, writing, phone, and email).
Outstanding Communication and listening skills (English).
Self-motivated, strong work ethic.
Demonstrated skills for achieving or surpassing results against standards of excellence.
Shows a passion for improving the delivery of solutions with a commitment to continuous improvement.
Proven skills to cultivate long-term, sustainable, value-based relationships with Customers.
Demonstrated ability to negotiate by collaborating with others to arrive at a conclusion using compromise, persuasion, influence, and rationale, both internally and externally.
Demonstrated ability to develop and leverage partnerships to drive the strategic plan.
Consistently demonstrates alignment to organizational strategy to advance opportunities.
Strong Computer and Office Product Skills.
Connection to local industry associations with active participation