

JOB DESCRIPTION

Position Title: Business Development Associate **Status:** Exempt

Original Date: 1/16/11 **Revised Date:** 1/16/11

Department: Sales **Reports To:** Director of Sales

Basic Function and Scope of Responsibilities: Identify and create business development opportunities by selling more deeply into BOMI International's existing client base and developing new business on a consultative selling approach for the spectrum of BOMI International's products and service offerings.

Principal Responsibilities:

- Meet or exceed assigned revenue targets.
 - Work with the Director of Sales and senior staff to identify "deep" selling opportunities within current client base, explore and close new business prospects and opportunities and develop strategies to expand the organization's market and grow BOMI International's revenue.
 - Manage to individual and departmental sales goals, and provide sales forecasting and regular sales updates through CRM and Datatel.
 - Collaborate effectively with staff to build relationships throughout marketplace, including but not limited to key decision-makers, training directors, association leaders, and graduates; evaluate appropriate level of involvement by other BOMI International management and staff.
 - On a consultative, solutions-based approach, evaluate customer-training needs and recommend appropriate educational programs; work with other departments, as needed, to develop and launch new programs and services to meet ongoing customer needs.
 - Work with staff to develop new business relationships by responding to client RFPs (request for proposals), providing formal proposals to current and potential clients, and meeting face-to-face with prospects.
 - Work with marketing team to articulate benefits/details of BOMI International programs, and articulate value and benefits driven communications to initiate business, as needed.
 - As requested, will be responsible to prospect opportunities selected by the Director of Sales and other Business Development Managers with the Direct of Sales' approval.
 - Represent BOMI International at industry events, trade shows, and functions.
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Minimum Qualifications:

- Experience in sales and services.
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Training, Skills, Knowledge and/or Experience:

- Strong consultative sales skills, specifically the ability to match BOMI solutions to a customer's stated needs and business objectives.
- Strong communication skills, including writing and face-to-face presentations.
- Organizational skills, including attention to detail, ability to handle multiple projects and meet tight deadlines.
- Willingness to travel for face-to-face business meetings with decision makers.
- Ability to work cooperatively with colleagues and supervisory staff at all levels.
- Knowledge of PC, Internet and related computer skills.

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Physical Requirements:

- May be required to accomplish job duties using various types of equipment/supplies, to include but not limited to pens, pencils, calculators, computer keyboards, telephone, fax machine, etc..
 - May be exposed to short, intermittent and/or prolonged periods of sitting and/or standing in performance of job duties.
 - May be required to traverse airports, convention centers, hotels and between meeting places.
 - May be required to transport oneself to off-site meetings.
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