



## Business Development Manager

**Department:** Business Development  
**Location:** Appleton, WI / Remote  
**Reports to:** SVP Owner Success

**Exemption status:** Exempt  
**Direct Reports:** N/A

### Purpose

The Business Development Manager is responsible for prospecting, recruiting and signing of qualified promotional product businesses as new AIA affiliates, referred to internally as "Owners." This position is responsible for meeting or exceeding new Net Service Fee Revenue goals. Goals are met by developing new prospects, cultivating relationships with existing prospects, bringing new "Owners" into the AIA Community, and then participating in a successful on-board experience for the new AIA distributors.

### Responsibilities

#### Prospecting

- Proactively seek & pursue qualified Owner candidates in target markets throughout the country
- Responsible for identifying potential prospects, initiating contact through cold calls, emails, and social media, and identifying which are qualified as potential AIA Owners
- Document all prospecting and follow up activities consistently & thoroughly via a defined Salesforce process
- Keep all prospect data current within Salesforce
- Build & promote strong, long term relationships with prospective Owners as they progress through what can be a long sales process
- Use consultative selling skills to understand the needs of prospective Owners while demonstrating AIA's ability to satisfy those needs and to deliver long term business value to the prospective Owner
- Perform demonstrations of AIA's technology platform with qualified and interested prospects, personalizing the demo experience for each prospect based upon his or her unique business needs
- Perform cost-benefit and needs analysis of potential customers to meet their needs
- Report on sales pipeline activity to leadership team
- Maintain strong knowledge base of the company's services
- Actively participate in the successful onboarding experience for Owners as they join the AIA family
- Participate in and attend key industry events as assigned

#### Negotiate and Execute Agreements

- Achieve agreed upon sales targets and outcomes within time specified
- Take ownership and oversee the coordination of internal resources to resolve issues as identified by the prospect (ie system demos, etc.)
- Coordinate on-site Exploration Days with new prospects, as applicable
- Travel to visit with qualified prospective AIA Owners, as needed & appropriate
- Facilitate the completion of all required documentation necessary for prospect approval and execution of Owner agreements

### Qualifications

**Education/Experience:**

- Bachelor's degree in Business or equivalent experience
- Proven success with remote selling - relying upon phone, email, screen sharing technologies, etc.
- Strong business and financial acumen
- Experience using CRM/sales software. Salesforce preferred
- Experience in the promotional products industry preferred.
- Experience and understanding of the small business entrepreneur preferred.

**Knowledge/Skills/Abilities/Competencies**

- Strong B2B sales, negotiation and communication skills
- Organized & thorough; Able to reliably provide professional & consistent follow up
- Professional and strong integrity
- Strong relationship skills; able to connect with key decision makers, build relationships and close deals
- Handles rejection well; self-confident
- Fast learner who can adapt to change
- Team player that is respectful of others
- Impactful player, competitive, passionate
- Ability to prioritize, strong time management and organizational skills

**Exemplify AIA core values - Smart, Hungry, Honest, Collaborative, and All In!****Success Measurements**

Success is defined within this role as effectively growing net service fee revenue through new Owner acquisition.

**Working Conditions**

This position may require up to 25% travel, depending upon your selling style and the specific needs of your prospective distributors.

*Please note this job description is not designed to cover or contain a comprehensive listing of functions or responsibilities that are required of the employee for this job. Functions and responsibilities may change at any time with or without notice.*

**Approved by: SM**

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**Date Approved: 9/2019**

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**Date Reviewed:**

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