



VP of Business Development

The Vice President of Business Development executes an organizational strategy that drives revenue and fosters strong new client relationships by leading a team responsible for closing new business with owners to become AIA Franchise Owners and Affiliates.

Responsibilities

Business Development Team Leadership

- Provide direction, leadership, and management to the Business Development Team (BDT) by clearly articulating AIA's objectives and establishing a path to success for the managers and the prospects they pursue.
- Develop and oversee the Team's achievement of work goals, measurements, and training requirements necessary to close both quality and profitable new AIA Owners.
- Proactively identify ways to improve team, company culture and foster collaboration
- Stay current with industry trends and development: serve as an industry expert to both prospective Owners, the Owner Community and to AIA.

Business Development Strategy

- Establish and implement short and long-range prospective Owner recruitment goals, objectives, programs, and operating procedures.
- Work with Manager (SVP of Owner Success) as well as other department managers to develop strategic business plans that align with corporate objectives.
- Develop and coordinate sales cycle, methodology and tools including assisting with writing copy, creating marketing materials, event signage and literature, and more.
- Analyze and evaluate the effectiveness of sales methods, costs, and results.
- Develop and manage sales and revenue budgets, and oversee the development and management of internal operating budgets.
- Develop lead generation programs that provide a steady flow of prospects for Business Development Managers.
- Coach and development team and provide ongoing education to ensure that the team's skills will support business goals.
- Actively management the team's pipeline to ensure to help accelerate deals through the sales cycle and provide accurate forecasts.
- Supervise the preparation, issuance, and delivery of sales materials, exhibits, and promotion programs.
- Work directly with the Marketing, Education, Business Technology, Operations and other departments to build out Owner Regional and National events to include prospective Owner engagement and education.
- Ensure timely development and execution of plans, campaigns and projects to support lead generation and closing new business.

- Collaborate cross-functionally with internal departments to create positive prospective Owner experiences and drive the ongoing development of solutions needed to close new business.

Qualifications

Education/Experience:

- Bachelor's degree in business, related degree, or relevant experience
- 10 years in the promotional product industry
- 10 years of relevant management experience, preferably in account management, business development, or a franchise support network
- Previous B2B sales experience in the promotional products industry preferred

Knowledge/Skills/Abilities/Competencies

- High-level communication and interpersonal skills in both written and verbal form, with the ability to effectively navigate and mediate conflict and foster honest dialog
- Strong consultative skills and proven results working as a trusted advisor to drive business value for customers
- Ability to prioritize, multitask, and perform effectively under pressure. Strong knowledge of business processes (Sales, Marketing, Service, Support), business applications
- Self-motivated; demonstrated success driving initiatives and managing projects in a technical or compliance-focused environment

If you are interested in the position please send your resume to Samantha@hrconsultingpartners.net with the subject line "VP of Business Development-AIA".