



JOB DESCRIPTION

Job Title: Business Development Executive

Facility: Brooklyn Park

Department: Sales

Reports to: VP of Sales

SUMMARY

The Business Development Executive sells company services to prospective accounts and provides exceptional service for existing customers to help accelerate growth for our customers' organizations and their brands, while achieving or exceeding sales and growth goals and contributing to the overall success of the ENPOINTE sales team and our organization.

The Business Development Executive is the principal point of contact with customers to engage at every level of the sales cycle and become a trusted advisor. The role requires innovation, entrepreneurial drive, positive energy, and willingness to respectfully challenge the status quo.

ESSENTIAL DUTIES AND RESPONSIBILITIES include but are not limited to the following. Other duties may be assigned as needed.

Prospecting:

- Research prospects whose needs match with our capabilities. Understand their industries, trends, business objectives and services/products in order to lead relevant conversations and develop collaborative relationships.
- Establish productive, professional relationships with key stakeholders to develop them into customers. Seek decision makers and ask for introductions. Meet with them to build trust, and educate on our services, emerging technologies, solutions, and the challenges being faced by similar organizations.
- Build and maintain an opportunity pipeline and forecast within a territory.
- Stay up to date on key competitor's activities, services, and equipment.

Selling and Serving Existing Customers:

- Maintain existing customer relationships by contacting them on a regular basis and updating them on our capabilities.
- Educate customers on new ways to achieve results-driven outcomes. Assist customers in planning jobs, offering creative ideas on design, layout, printing, bindery, and mailing options.
- Work closely with Client Services and internal teams to ensure successful delivery of projects and continued account growth.
- Provide appropriate internal staff with accurate information and complete details in as real time as possible.
- Obtain customer job specifications in detail, and work with Client Services and Estimators to provide accurate estimates. Review estimates for efficiency and accuracy. Establish final selling price. Negotiate any disputed pricing with customers. Make every effort to balance customer and company needs.
- Obtain accurate customer deadline dates and advise Client Services and customers whenever deadlines must be changed.
- Advise customers of prices for alterations and changes of specifications. Obtain approval to authorize plant to proceed with production.

- Work within company credit guidelines and procedures on new and existing accounts and assist with collections if necessary.
- Analyze lost quotations to determine sales, marketing, pricing, equipment problems or trends in our industry, report to management as necessary.

ENPOINTE Business Development Executive Team Member:

- Attend scheduled sales meetings and participate in training to learn new services and methods to help customers. Participate in joint, company-strategic account planning meeting to develop team performance objectives, financial targets, and milestones for short- and long-term growth and company stability.
- Lend feedback on customer satisfaction for quality and service – good and bad.
- Suggest new markets, products, or procedures to better serve our customers and company.
- Accurately report use of time and expenses for government reporting.
- Work interchangeably with Account Executives to cover for them in their absence.
- Understand your role in the companies' Quality Management System regarding ISO.

Manage Your Personal Brand:

- Maintain professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; participating in professional societies.
- Using social media appropriately and effectively to develop and maintain relationships with prospects and customers, and to help promote the organization's marketing efforts.
- Continue to develop strong negotiating, influencing and interpersonal skills to communicate to wide-range of decision makers, and secure buy-in from key stakeholders.

QUALIFICATIONS

- High school diploma or equivalent.
- 3+ years selling experience in a printing company.
- Possess a comprehensive knowledge of marketing, printing, and mailing processes.
- Proven experience as a Business Development Executive or in other sales/customer service role.
- Knowledge of market research, sales and negotiating principles.
- Excellent communication/presentation skills and ability to build relationships.
- Enthusiastic and passionate.

PHYSICAL REQUIREMENTS

- Constant strong communication, sitting, and working on a computer.
- Frequent walking & standing.
- Occasional lifting 20+lbs, pulling, pushing, bending, reaching, kneeling, stooping, climbing stairs.

Occasional: Occupation requires this activity up to 33% of the time (0 - 2.5 hrs./day of 8-hour day)

Frequent: Occupation requires this activity from 33%-66% of the time (2.5 - 5.5+ hrs./day of 8-hour day)

Constant: Occupation requires this activity more than 66% of the time (5.5+ hrs./day of 8-hour day)