

Position Description

Job Title:	Business Development Director (EU)
Department:	Sales
Reports to:	Managing Director
Supervises:	Account Manager
Date:	May 4,2020

General Overview:

Main responsibility includes revenue generation and achieving budget targets (revenue and margin); client and prospect development; commercializing new services; client satisfaction; pipeline management; cross department coordination to ensure effective client delivery; industry presence and marketplace intelligence; voice of the customer with the company.

Principal Duties and Responsibilities:

- Develop plans to achieve revenue budget goals while also achieving expense and profit margin goals.
- Able to both plan and budget effectively as well as provide accurate forecasts for revenue performance of existing and new business.
- Continuous management of daily/weekly/quarterly business goals.
- Develop client account management strategies to penetrate and build “share of wallet” among existing clients and new client development strategies to expand the client base in current and new channels consistent with the strategic plan and focused on assigned client accounts.
- Own and foster the client relationship and lead the sales/bidding process for assigned accounts.
- Works closely in conjunction with the Head of Sales / Managing Director in monitoring and evaluating the activities and products of the competition.
- Identify development opportunity potential in assigned accounts by studying current business trends; interviewing key client and company personnel who have worked directly on the account; identifying and evaluating the clients’ current and future unmet needs; analyzing opportunities and developing winning solutions; discussing needs with client-side decision maker; strategically identify and introduce new products and services to deepen account penetration.
- Lead the proposal and pipeline process; handle client requests / answer questions in a timely manner.
- Close sales by handling and overcoming client objections and identifying for the client SHG’s value-add opportunities.
- Ensure that Account Managers complete the proper handoff for client’s kickoff and project management on awarded projects.

- Utilize internal CRM system (salesforce.com) for efficient tracking of account management report, meetings, quotas, and goals, updating key fields habitually. This includes logging all call activity, e-mail correspondence, quote development, calendar items and client prospecting activities.
- Participate in industry events building company awareness and presence via trade shows, industry initiatives, etc.
- Enhance department and organization reputation by accepting ownership for accomplishing new and challenging requests and exploring opportunities to add value to job accomplishments.
- Attend and participate in all scheduled sales meetings.
- Track and report on sales expenditures monthly.
- Stays abreast of industry news and trends in the healthcare market research industry and communicate developments to organizational stakeholders.
- Manage direct reports (Account Manager) as a line manager, as applicable.

Qualifications:

Educational / Technical

- Bachelor's degree
- Minimum of 5-7 years' experience in sales ideally in the Healthcare market research and online information services market.

Skills and Personal Attributes:

- Team player with excellent interpersonal and communication skills (written/oral) as well as problem solving skills. Strong consultative selling skills – listening, questioning, persuading.
- Outstanding leadership skills.
- The ability to successfully collaborate across internal departments.
- Willingness and ability to travel to client sites in support of sales efforts.
- Ability to operate in a fast-moving environment with confidence, the ability to communicate effectively and influence people and teams.
- Market sector expertise, to advise others in the organization on best practices.
- Outstanding coaching and mentoring skills.
- Demonstrates and encourages a strong service-oriented work and results ethic.
- Integrity and the ability to inspire trust and confidence.
- Conversant and familiar with the technology that drives the business, including; sales and marketing technologies, Microsoft Office programs and the technologies used in delivering the company's services.