



## Business Development Manager

**EMPLOYMENT AGREEMENT:** Exempt

**ADVISOR:** Vice President Sales and Customer Service

**PRIMARY CHARACTERISTICS:**

- **Principles:** Supports and models the company's principles that are identified in the Declaration of Belief and Direction Statement, in all areas of conduct and business.
- **Leadership:** Provide regional sales leadership for assigned regional sales representative companies. The goal is to increase Reell's revenue, tracking sales qualifications, and customer satisfaction. Lead by example and service.
- **Customer Focus:** Develop and implement sales plans that increases assigned regional sales representative companies revenues and profits consistent with Reell's annual operating plan (AOP) while upholding Reell values.
- **Communication:** Provide clear, concise, and regular communication on sales funnel, key customer care metrics (customer satisfaction, on-time delivery, etc.), customer visits, PO generation, challenges, risks, actions, and business results to appropriate leaders, individuals, and teams.
- **Team Work:** Create a positive, energizing, and rewarding environment for assigned regional sales representative companies. Work with Reell's management team, functional leaders and Coworkers to achieve sales goals. Contribute ideas, vision, energy, and passion.
- **Professionalism:** Displays professionalism to all Reell constituents by the actions, attitudes and work style displayed. Displays appropriate professional dress.

**KEY RESPONSIBILITIES:**

- **Regional Sales Representative Company Leadership:** Provides leadership for assigned regional sales representative companies. Develop sales strategies to grow market share in all product lines. Identifies and recommends regional sales representative companies on a success based model. Identifies training and development needs for assigned regional sales representative companies, train and develop the representatives on sales methods, effective bidirectional communication, regional marketing communication, sharing application successes, continuous improvement and processes.
- **Direct Sales:** Build sales pipeline. Develop new customers within existing product lines and increase share of market with existing accounts. Develop sales strategies to improve market share in CM/MM/TM business units. Delight our customers and develop and maintain customer relationships. Attend trade shows. Responsible for the revenue forecast for assigned representatives and assigned territory.
- **Strategy and Marketing:** Plans, organizes and develops sales plans for assigned regional sales representative company markets and assigned territory that meet revenue and profitable goals. Understand and communicates to the global product line managers any voice of customer and market trends which can offer growth opportunities for Reell. Furthermore, develop a comprehensive understanding of market drivers, trends and competitors.
- **Reell systems:** Use of Reell systems, such as Hubspot CRM, Teams and ERP, to help analyze the business and grow the business. Responsible for writing trip reports and keeping data up-to-date in the CRM system. Tracking leads and qualification process to ensure best outcome to win the business.

- **Administration:** Utilizes existing processes, modify or develops new processes to ensure accurate records associated with the sales process (pricing, quote logs, customer requirements document, key communications, schedules and forecasts.)
- Other duties as assigned.

### **SKILLS REQUIREMENTS:**

- Adaptability
- Financial Acumen
- Industry and Technical Knowledge
- Understands how to manage and analyze market trends and communicate it to the key stakeholders
- Strong communication skills (verbal and written)
- A “connector” – excellent skills in connecting with people and keeping the relationship, not limited to sales reps, customers and Coworkers
- Quality Focus
- Demonstrated ability for technical sales
- Strong strategic thinking and planning skills
- Understanding and experience in determining global customer needs and selling value-added solutions
- Understanding and experience in selling, on a global scale, products to new customers and market
- A working knowledge of P&L, cash flow and balance sheet financial reporting
- Demonstrated analysis and problem solving skills
- Adept at resolution of conflict, and working in a collaborative environment that values consensus decision-making, dialogue with others on issues, and openness to being influenced by others
- Understanding and appreciation of cultural differences

### **EDUCATION AND WORK EXPERIENCE REQUIREMENTS:**

- Bachelor’s degree (technical major preferred)
- At least 5 years sales management experience with at least 10 years total experience in technical sales or related functions
- 10 years experience working directly with sales representatives
- Ability to travel throughout North America
- At least 5 years of experience utilizing CRM for tracking sales activities, contacts, opportunities and pipeline
- 10 years experience using MS office (Word, PowerPoint, and Excel)

### **PREFERRED REQUIREMENTS:**

- BS in Engineering or Scientific field
- MBA
- Experience using Hubspot CRM

### **PHYSICAL REQUIREMENTS:**

- May be required to lift up to 40 pounds or sit or stand for longer periods of time
- Travel: Up to 50% domestic travel, could include occasional international travel