

Business Development Manager (BDM)

Job Description:

The Business Development Manager position is responsible for developing and implementing comprehensive and cohesive internal and external selling plans to increase revenues and profits for Visual Marking Systems (VMS). The successful candidate is expected to uphold the organization's mission and the established VMS leadership attributes while selling, navigating, coaching, and leading his or her team through a matrix reporting structure-- in the pursuit of delivering a *customer focused* selling and service plan to achieve the revenue goals.

Essential Functions:

- Promotes positive relationships with customers and VMS's mission of ultimate customer satisfaction by providing all customers with reliable service, responsiveness, personal attention and ethical treatment that demonstrates a personal commitment to deliver on our mission.
- Implements recommendations from the strategic plan and marketing initiatives to hit top-line revenue goals.
- Navigates internal and external environments for development of revenue and growth.
- Coaches team members, provides recommendations and feedback to senior management.
- Identifies new markets, industries and vertical segments to produce increased profits and top-line growth.
- Ability to identify and connect with decision maker within an organization.
- Demonstrates leadership and team-first attitude while motivating others.
- Supports vision, mission, value statements, standards, policies and procedures, operating instructions, confidentiality standards, and code of ethics.
- Leads in planning and developing ongoing communications with customers.
- Portrays a professional image of VMS in terms of verbal and written communication, and appearance. Effectively communicates with internal teams, prospects, and customers.
- Provides customer insight to help develop strategic marketing campaigns.
- Attends company and industry events including tradeshow, meetings, and training.
- Proactive in selling process with proven track record to drive revenue and top line growth through a team-selling environment.
- Provides cost savings to customers and the VMS organization while capturing growth opportunities.
- Meets sales expense budget and travel plans and participates in sales account forecasting.

Experience:

- Fleet or B2B Manufacturing Industry experience is preferred with a minimum 5 years of successful outside selling.
- Knowledge and experience working within manufacturing business is preferred.
- Product knowledge of durable Graphic vinyl products and customized product identification experience a strong plus.
- Documented and proven record of accomplishment for exceeding forecasts and sales targets.
- Strong computer skills, CRM and technology use is required.



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Performance Measures:

- Achieves assigned sales quota for targeted key and major accounts.
- Achieves new account targets and forecasts.
- Achieves strategic account growth objectives.
- Lives VMS Leadership Attributes and Code of Ethics.
- Completes required training and development objectives within the assigned timeframe.
- Meets requirements of expense budget and other objectives as assigned.

Organizational Alignment:

- This position reports directly to the Chief Revenue Officer.
- Works with other BDMs, Strategic Account Managers and Customer Relations Executives to meet revenue and growth objectives and ensure customer satisfaction.

Job Requirements:

- This position may require frequent travel. Willingness to travel 30%-50% of the time.
- Candidate must have a valid driver's license in good standing, and maintain appropriate financial responsibility (auto insurance).
- All prospective employees must pass a background check and drug test.
- Position is based in Twinsburg, Ohio.

Education:

- A four-year degree in business or related field is required.

