

Job Title: Barrie - Business Development Manager

Employment Type: Full-Time (Monday- Friday)

Reports to: *Manager, Sales and Growth*

Business Unit: IST

Department: Client Experience Team (Sales Department)

Overview/Summary: We are committed to serving with integrity and fostering a culture of safety and inclusion. If you are motivated, possess an entrepreneurial spirit, and thrive in a dynamic environment, we want to hear from you! As an Intermediate Business Development Representative, you will play a key role in building trust and delivering value to our customers. You'll handle cold calls, generate leads and prospects to turn into customers, and ensure to pass them off to the right staff member to ensure they are happy. Success in this role means being adaptable, motivated, and excellent at communication.

Success in the Role:

- Achieves the number of new leads generated per week/month as agreed.
- 75% of leads are converted into qualified opportunities or customers.
- Customer Feedback Score of at least 75%.
- Percentage of sales targets or quotas met or exceeded.

Key Responsibilities:

- **Lead Generation and Qualification:**
 - Identify prospects through personalized emails, engaging cold calls, and social selling.
 - Validate prospect fit and interest for further evaluation.
 - Contact and qualify potential customers daily and maintain detailed tracking.
- **Networking and Market Research:**
 - Attending networking events to expand business connections.
 - Conduct ongoing market research to stay informed about industry trends and opportunities.
- **Database Management:**
 - Build and maintain a comprehensive database of business leads.
 - Ensure the database is up-to-date and accurate for effective lead management.
- **Relationship Building:**
 - Forge valuable business relationships with corporate entities and partnerships.
 - Collaborate with the consulting division to generate leads and prospects.

Communicate effectively with potential customers to understand their health and safety solution needs.

Enhanced Skills and Qualifications:

- **Sales Strategy:**
 - Experience with developing and implementing sales strategies to drive business growth.
- **Customer Relationship Management:**
 - Expertise in maintaining and nurturing long-term customer relationship
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- **Customer Interaction and Handoff:**
 - Engage with potential customers to build trust and deliver value.
 - Ensure smooth handoff of qualified leads to the appropriate team members to maintain customer satisfaction.
 - Maintain a warm and welcoming environment for all interactions.
- **Administrative Duties:**
 - Complete required documentation and reports promptly.
 - Respond to client inquiries and requests in a timely manner.
 - Inform Sales & Client Experience Managers of new business opportunities.

Skills and Qualifications:

Required:

- Extensive knowledge of sales and marketing techniques.
- Exceptional communication skills.
- Ability to prioritize focus and take goal-oriented actions.
- Self-motivated, proactive, and consistently persistent.
- Customer-oriented with the ability to adapt to diverse personalities.
- Proficiency in Microsoft Office and the ability to learn new software programs.
- Strong analytical skills and critical thinking abilities.
- Excellent organizational skills and personal accountability.
- Proven track record of consistently exceeding quotas.

Preferred:

- Additional certifications in sales or related fields.
- Experience in business development or a similar role.

Enhanced Responsibilities:

- **Data Analysis:**
 - Include responsibilities for analyzing sales data and market trends to inform business strategies.
- **Collaboration:**
 - Detail collaboration with marketing teams to align lead-generation efforts with marketing campaigns.

Work Environment:

- Involves extensive interaction with new people and teams.
- Requires occasional attendance at networking events and working in various settings.

Travel Requirements:

- Travel required primarily to client sites and networking events.

Salary Range / Total Compensation:

- \$50,000 annually
- Comprehensive benefits package, including prescription drugs and dental coverage.

Health and Wellness:

- Comprehensive health insurance, including medical, dental, and vision coverage.
- Mental health support and access to wellness programs.

Work-Life Balance:

- Generous vacation time, starting at Two weeks and increasing with tenure.
- Paid sick leave and personal days.
- Maternity and paternity leave benefits.
- No overtime required.

Professional Development:

- Access to training and development programs.
- Tuition reimbursement for further education.
- Professional membership fees covered.
- Opportunities for career advancement within the company.

Additional Perks:

- Employee assistance programs (EAP) offering support for personal and work-related issues.
- Discounts on company products or services.
- Social events and team-building activities organized by an active social committee.
- Company-provided shutdown between Christmas and New Year's Day for a well-deserved break.

Company Culture:

- Inclusive and supportive workplace environment.
- Business casual dress code.
- Professional development and continuous education opportunities.
- Dynamic and respectful workplace where everyone's voice is heard and valued.

Application Process: To apply for this position, please fill out the application via the attached link on our website: <https://thesafetybus.com/about-us/employment/>

Contact Information:

- Email: sheena@istcanada.ca
- Contact Name: Sheena O'Grady
- Date Posted: Aug 30th, 2024
- Wage: \$50,000

Company Information: Industrial Safety Trainers Inc.

219 Saunders Road, Barrie, ON, L4N 9A3

Ph. (705) 792-0128 / www.thesafetybus.com

Toll-Free: (800) 219-8660