

Senior Business Development Manager - Job Standards

Job Standards include: (Note: this is a representative list only - complete list provided with purchase)

KNOWLEDGE OF WORK:

Understands the basics of all organization products, services, policies and procedures; can converse with current and potential customers in a knowledgeable and convincing fashion
Is conversant with the organization Business Plan, and those specific goals the Business Development Department has to accomplish and in what time periods
Knows how to develop and implement an effective "Calling Program" for customers' development and recruitment
Has a comprehensive understand of the principles and practices of marketing, and how to implement marketing strategies and tactics in the organization's marketplace

QUALITY OF WORK:

Maximizes the effective use of time, presentations, preparation of materials, and building customer relationships through personal dynamics and exceptional service attitude
Develops a list of potential customers; prioritizes contacts, and establishes a calling process that results in maximum customer recruitment at the lowest cost, and in the shortest time period
Develops and maintains a database of contacts, which facilitates ease of contact, continuous communication, and a user-friendly audit trail for other employees to use

QUANTITY OF WORK:

Maintains a fully booked, two-week advance planning calendar, that indicates prospective customer appointments; display and showcase opportunities; public events; representation at community or customer events, and personal development opportunities
Provides supervisor with a weekly Contact Report, indicating the result of contacts, meetings, and events, with recommendations for future actions
Researches data on organizations -- their culture, needs and opportunities -- and works with customer representatives to maximize business development opportunities for the organization

FOLLOW UP AND CONTROL:

Accomplishes CUSTOMER contact objectives and follows up to maximize public relations effectiveness
Prepares a monthly report of contacts, budget variances, inventory management, and summary of weaknesses, threats, and opportunities for customer base development
Accomplishes all tasks as scheduled; controls over-scheduling of time and activities