



**Title:** External Business Development Associate

**ID:** 10037

**Department:** Member Experience

**Reporting To:** Supervisor, Business Development

**Pay Grade:** 7

**Created Date:** August 31, 2018

**Range Min:** \$54,219

**Range Max:** \$73,356

### Position Summary

Reporting to the Supervisor, Business Development, the External Business Development Associates responsible for cultivating existing sales relationships and identifying new external opportunities with strong emphasis on expanding the external sales portfolio and corresponding revenue. The External Business Development Associate also monitors industry trends in order to identify emerging markets and develop plans to utilize those markets to expand revenue. At least 50% of the Associate's time is spent outside of the office developing relationships and managing sales.

### Responsibilities

#### New Business Development

- Prospect for potential new external clients with a focus on converting these to closed sales.
- Drive prospecting/sales opportunities with attendance at industry functions, such as association events and conferences. This includes conducting outside sales calls.
- Cold call as appropriate to ensure a robust pipeline of opportunities.
- Establish, develop and maintain positive external client relationships
- Present and promote CREB® products/services using solid arguments to existing and prospective external clients
- Perform cost-benefit and needs analysis of existing/potential external clients to meet their needs
- Handle objections by clarifying, emphasizing agreements and working through differences to a positive conclusion.
- Use a variety of styles to persuade or negotiate appropriately.
- Negotiate and close sales of CREB®'s products/services
- Expedite the resolution of external client problems and complaints to maximize satisfaction
- Achieve agreed upon sales targets and outcomes within schedule
- Coordinate sales effort with team members and other internal CREB® departments
- Provide timely after-sales support focused on providing an exceptional client experience
- Analyze the territory/market's potential, track sales and complete status reports
- Supply management with reports on external client needs, problems, interests, competitive activities, and potential for new products and services.
- Keep abreast of best practices and promotional trends
- Continuously improve through feedback
- Other duties as assigned by Leader

### Education Requirements

Degree / Diploma	Program of Study	Designation Required	And / Or
College Diploma	Marketing Sales		And / Or

### Experience Requirements

Years of Experience	Type of Experience

## Other Certification &/or Licensures

## Additional Qualifications

## Core Competencies

### Our Core Value Competencies

0%

#### We Value Integrity

By acting with honour, honesty, care and compassion - we strive to always "do the right thing". We show respect for: members, the organization, our team and colleagues.

#### We Value Transparency

We recognize that everyone brings value and expertise - by sharing our time and knowledge, we all contribute to CREB®'s success. We enjoy working together and supporting each other.

#### We Value Commitment

We strive to give our best effort to deliver results for members and the CREB® team. As CREB® employees, we "have each others back".

#### We Value Collaboration

Information sharing happens across the organization - the rationale behind decisions is shared and feedback is encouraged. Direction and expectations are made clear - we know where CREB® is going and what part we play.

#### We Value Our Members

As CREB® employees we personally demonstrate that members are a high priority. We identify members needs and expectations and respond to them in a timely and effective manner.

## Skills and Abilities

### Selling Skills

Demonstrates strong selling skills by ability to prospect and qualify leads, identify customer needs, translate features to benefits, deliver effective demos, negotiate, and close sales. This contrasts with individuals who are unsuccessful at prospecting or qualifying leads, who neglect to identify customer needs, who have been unable to translate features to benefits, who conduct ineffective demos, and/or who miss opportunities to negotiate or otherwise do what else is necessary to close an adequate number of sales.

25 %

### Customer Focus

Personally demonstrates that external (or internal) customers are a high priority. Identifies customer needs and expectations and responds to them in a timely and effective manner. Anticipates and prevents delays or other things that can adversely affect the customer. Keeps customers informed about the status of pending actions and inquires about customer satisfaction with products or services. This is in sharp contrast to behavior patterns that tend to disappoint customers, leave them feeling forgotten and unimportant or that otherwise result in unmet needs or expectations.

25 %

### Attention to Detail

Achieves thoroughness and accuracy when accomplishing a task through concern for all the areas involved. Behavioral Indicators Provides accurate, consistent numbers on all paperwork Provides information in a useable form and on a timely basis to others who need to act on it Maintains a checklist, schedule, calendar, etc. to ensure that small details are not overlooked Follows policies, procedure, safety and security measures in using various equipment Work requires little or no checking Writes down important details in messages or communications so the details are not lost or forgotten

25 %

**Product Knowledge**

Has a good understanding of product line features and benefits and uses that knowledge to optimize sales with each customer. Understands the product market and uses this knowledge to increase personal credibility and product sales. Keeps abreast of competitors' activities and typically responds quickly to what the competition is doing. This is in contrast to missing opportunities due to a limited knowledge of features and benefits across the product line, a lack of understanding of the market, and/or a lack of attention to what competitors are doing.

25 %

**Skills and Abilities - Additional Information**

Proven work experience as a sales representative, with strong focus on print and digital sales. Familiarity with advertisement layout principles and newspaper production.

Familiarity with digital design principles and delivery mechanisms.

Basic understanding of digital marketing fundamentals – including, but not limited to, social media, Google AdWords, mobile and SEO.

**Employee Statement of Understanding**

I have read and understand the job description for my position. I am able to perform all of the essential functions of this position.

I agree to comply with the corporate compliance policy and all laws, rules, regulations and standards of conduct relating to my position. As an employee, I understand my duty to report any suspected violations of the law or the standards of conduct to my immediate supervisor.

As an employee, I will strive to uphold the mission and vision of the organization. All employees are required to adhere to the values in all their interactions with customers and fellow employees.