



Example of Sales & Business Development Job Description

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Our growing company is searching for experienced candidates for the position of sales & business development. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for sales & business development

- Stay up-to-date on GPI capabilities and products to enhance ability to solve customer issues and provide innovation solutions
- Generate and maintain current forecast of orders using CRM tools from assigned customer segment
- Accountable for the Territory's established Sales quota and key account relationships
- Working closely with the Vice President, Sales to establish the commercial strategy, goals, actions and budgets for the Territory
- Ensure existing accounts are serviced effectively, obtain orders, and establish new accounts by planning and organizing daily work schedule to call on potential clients
- Generate new business leads
- Plan, develop, implement and evaluate advertising, and trade promotion programs for the Territory
- Work with internal teams to translate client needs and expectations into increased business
- Proactively develop new, on trend business opportunities and solutions which have the potential to drive growth and profitability within the Cygnacom Business Model
- Provide new concepts along with their fit and alignment to Cygnacom strategy

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- 3+ years' experience building/managing a sales team
 - Established Rolodex of mid to high level publisher contacts in addition to strong advertiser, ad agency and programmatic relationships to accelerate revenue growth
 - Strong leadership and a highly collaborative skillset with deep experience in team selling
 - Well-developed knowledge of media and data in the CPG industry across publishers, advertisers and media agencies
 - Successful candidate will have 5 or more years of sales management experience with a strong operational acumen
 - Strategic and process driven mindset