



MCA CONSULTANTS JOB DESCRIPTION

POSITION TITLE: Sr. Business Development Executive

HOURS: Part-time 4-20 hours per week depending on Client's Needs (Working from Home Office)

REPORTS TO: President

JOB SUMMARY:

The Business Development Executive will be assigned to a specific Client on assisting them with generating leads, advancing the sales process, and building pipeline. The Business Development Executive will conduct research to identify leads and touch points through telephone, social media, and email to schedule introduction. This individual will also actively participate in the planning and execution of Client's marketing activities providing vital input based on his/her interactions with prospects.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Cold-call, email, and outreach through social media to targeted prospects.
- Develop sales opportunities by researching and identifying buyers within targeted accounts.
- Identify decision makers within targeted accounts to begin sales process.
- Collaborate with Client's Sales Team to determine necessary strategic sales approaches.
- Create and deliver qualified opportunities to Client.
- Maintain and expand the Client's database of prospects.
- Ensure follow-up by passing leads to appropriate Client Team Members.
- If requested by Client will support marketing efforts such as trade shows, exhibits, and other events.
- Document all sales production and conversations in Client's CRM System.
- Support and collaborate with Client.
- Generate Weekly Report on progress and weekly activities.

KEY SUCCESS ATTRIBUTES:

- Demonstrate strong commitment to a team environment
- Well-developed written and verbal communication skills
- Proficient communicator and listener
- Ability to self-motivate and self-direct
- Strong time management and organizational skills
- Complete projects in a timely matter and accurately
- Demonstrate ability to multitask in fast-paced environment



REQUIRED QUALIFICATIONS:

- Five plus years of direct work experience in a Business Development, Sales/Marketing environment.
- Success in qualifying opportunities involving multiple key decision makers.
- Strong knowledge of sales principles, methods, practices, and techniques.
- Strong problem identification and objections resolution skills
- Solid experience in opportunity qualification, pre-call planning, call control, account development, and time management.
- Exceptional verbal communication and presentation skills.
- Excellent listening skills.
- Strong written communication skills.
- Self-motivated, with high energy and an engaging level of enthusiasm.
- Ability to work individually and as part of a team.
- High level of integrity and work ethic.
- Bachelor's degree and/or a combination of education and experience
- Experience in CRM applications
- High level proficiency in Word, Excel, Power Point and Outlook