



1.800.333.1566

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120 Max Hurt Drive • Murray, KY 42071



Position Description

Business Development Executive

Reports to: VP of Sales & Marketing

Position Summary/Objective:

As a Business Development Executive, you will work directly with ITS's Strategic Account Executive team. Your primary role will be to develop and build the pipeline for new clients. You will be responsible for networking and business development through a variety of channels, including pipeline trades shows and organizations. You will be responsible for leveraging social media and professional contacts to identify leads and opportunities.

Expectations:

- Develop new business accounts.
- Understand and leverage ITS products and capabilities.
- Build strong, lasting relationships with prospects and clients.
- Full use and expert understanding of the Sales CRM platform.

Summary of Responsibilities:

- A. Develop new business accounts.
 - Identifying/prospecting/qualifying prospects/clients daily.
 - Reaching out to clients through cold calling, networking or other methods.
 - Qualifying potential clients.
 - Responsible for 25 – 50 cold calls daily with the intent of adding 5-10 leads/opportunities to the sales pipeline monthly.
 - Attend industry trade shows.
- B. Understand industry and leverage ITS products and capabilities.
 - Full knowledge of ITS's suite of products eventually being able to demo and work deals to closure.
 - Develop and maintain a high level of product, market, and industry knowledge.
 - Ability to utilize and navigate required software.
 - Understanding of the energy industry and safety requirements of the industry.



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- C. Build strong, lasting relationships with prospects/clients.
 - Always provide exceptional customer service and delivery.
 - Evaluate client base and future business opportunities to ensure and validate efficient strategy, growth and profitability.
 - Setting meetings/building rapport with prospects/client contacts and setting up meetings for the strategic account executive team.
 - Partner with internal ITS teams to ensure successful and seamless implementations.
- D. Full use and expert understanding of the Sales CRM platform and other software.
 - Responsible for logging all activity into the Customer Relationship Management sales tool.
 - Demonstrated use of intermediate computer operations (and intermediate software packages (word processing, spreadsheet, graphics, etc.).
 - Requires functional knowledge of Microsoft Office Suite, Customer Relationship Management and Salesforce.
 - Knowledge of the navigation and utilization of various virtual meeting software – primarily Microsoft Teams.

Qualification/Experience:

- Bachelor's degree from four-year college or university (preferred fields of study Marketing, Communications, Business or Sales).
- 2+ years software or technology sales experience preferred.
- Experience in Sales, Marketing and Business Development.
- Energy industry experience preferred.

Competencies:

- The ability to write and speak effectively using appropriate convention based on the situation; actively listens to others, asks questions to verify understanding, and uses tact and consideration when delivering feedback to others.
- The knowledge and ability to use computers and technology efficiently and effectively.
- The ability to influence the customer to purchase more expensive items, upgrades, or other add-ons to make a more profitable sale.
- Demonstrates a sound working knowledge of current role and the technical systems, applications and equipment used in performing this role and understands the impact this role has on other business functions within the organization.
- The ability to demonstrate a series of activities designed to enhance the level of customer satisfaction.



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- Takes personal responsibility and ownership for adhering to all company policies and procedures while also completing work timely and in accordance with performance expectations.
- Demonstrates the utmost level of integrity in all instances and shows respect towards others and towards company principles.

Travel up to 70% is required for this role.

Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.