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**Position:** Business Development Executive  
**Department:** Sales and Marketing  
**Reports To:** EVP - Sales  
**Location:** TBD

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## **Position/Job Description:**

The highly visible Business Development Executive position will be focused on prospecting and closing promotional products and incentive & recognition business.

## **Essential Duties:**

- Aggressive pursuit of targeted prospects.
- Execution of business development sales strategies to move targeted prospects to active opportunities while positioning BrandAlliance as the preferred solution for decision makers and influencers within Marketing, Brand and Procurement departments of target companies.
- Prepare for consultative engagement with prospects through diligent and thorough research, demonstrating knowledge of prospective customers' industries and specific business issues and challenges facing them.
- When appropriate, effectively collaborate with BrandAlliance account leaders, Senior management as well as other BrandAlliance supporting personnel, in order to secure contractual relationships with the promotional products category as part of a broader customer relationship with BrandAlliance.

## **Requirements/Skills:**

- Bachelor's degree in business, marketing or a related discipline is preferred.
- The ideal candidate has 3+ years of demonstrated, successful strategic relationship building and solution selling experience.
- Impeccable oral and written communication skills and persuasive interpersonal and formal presentation skills.
- Candidate must have demonstrated ability with prospecting and selling individually, as well as working effectively in team selling situations with other BrandAlliance teams (I&R ), as well as with internal resources.
- Ideally, candidate will have a thorough and deep understanding and familiarity of their current geographic marketplace and be well connected or able to quickly connect with decision makers and influencers within the marketing/brand management and procurement areas of the targeted organizations within their market.
- Self-starter with strong self-management skills and demonstrated success in larger contract, long sell cycle environments.
- Strong PC software skills (Microsoft Office) and working knowledge of CRM tools, a plus.