



Business Development Manager

Are you ready to put your sales and growth superpowers to the test?

Tricor Brand Communications, a woman-owned and women-led business based in Portland, OR, is seeking a fully remote Business Development Manager with experience in the print industry to join our team! As our BDM, you'll be responsible for implementing key growth sales strategies and action plans to hit individual sales targets that contribute to Tricor's overall sales and profitability. You'll work closely with our clients, building and maintaining relationships, while also keeping an eye on market trends and opportunities - all while embracing our fun and heroic company culture.

At Tricor, we believe that our team members are real-life superheroes, and we're committed to creating a workplace where you can unleash your powers and feel supported to grow and learn. With a roster of cool clients and a team of talented, creative co-workers and partners to work alongside, you'll feel like you're part of an elite team of chaos-fighters, ready to take on any challenge that comes your way. So, if you feel like you're a good fit and want to help show our clients how the traditional print industry is alive and well, we'd love to meet you!

Ideal Characteristics, Knowledge, Skills, Abilities, Requirements

- We are seeking an individual who is creative, intuitive, compassionate, intentional, confident, positive, inspirational, and self-motivated yet also seeks balance. This is the culture we cultivate, and this is the type of individual we'd love to have join our Tricor family.
- Ideal candidate will have a related bachelor's degree with 8+ years of experience in a related position; print industry experience is required. Knowledge of promotional products is a plus.
- Knowledge of the following software is a plus: Microsoft Suite (including Outlook), Adobe Suite, Smartsheets, SAGE Online
- Effective contributor and team player, professional demeanor, inquisitive drive, plus problem solving ability.
- Exceptional communication skills, including written, verbal, and interpersonal; ability to translate complex ideas into user friendly language or graphics; comfortable presenting to small and large audiences.
- Proficient time management and superior organization skills; detail oriented.
- Ability to anticipate internal and external stakeholders' / clients' needs and meet or exceed expectations.

- Ability to travel as needed (approximately 25% of time).

Full Job Description

Department: Sales
Reports To: President/CEO with dotted line to COO/CMO
Direct Reports: N/A

Job Summary:

The Business Development Manager is responsible for implementing key growth sales strategies and action plans to hit individual sales targets that contribute to Tricor's overall sales and profitability.

To accomplish all of this, the Business Development Manager will professionally represent Tricor, our services/solutions, values, and our commitment to diversity, equity, and inclusion, while successfully collaborating with internal and external partners to deliver desired results.

Essential Duties and Responsibilities:

Drive New Sales Growth (60% Focus)

- Increase sales and profitability through “**More From More**” strategies and tactics.
 - Identify and research targets/prospects.
 - Partner with Tricor's leadership team to identify key industries, companies, individuals, and overall approach.
 - Partner with other members of the Sales Team if/when needed to leverage specific expertise, experience, connections, etc.
 - Leverage all sales and marketing tools to drive new sales growth.
 - Follow best practices for connecting, qualifying, demonstrating value, addressing objectives, closing the deal, and onboarding.
 - Understand and apply learnings from prospect interactions.
- Meet sales goals as defined and agreed upon by leadership team.
 - Establish goals in partnership with leadership.
 - Provide monthly forecasting data.
 - Develop plans to course correct when below projections.
 - Ensure all sales hit margin goals and efficiencies are achieved to maximize profit.
 - Create value for all services to ensure all touchpoints have a return on Tricor's investment.

Drive Client Growth (40% Focus)

- Increase sales and profitability through “**More From Core**” strategies and tactics.

- Partner with leadership and account team to secure broader and deeper relationships with current clients (ie. secure more contacts, penetrate more departments, reach all job levels (coordinator to C-level, etc.).
- Sell broader range of solutions to existing clients; increase up-sells and cross-sells.
- Leverage all sales and marketing tools to increase client revenue.
- Understand and apply learnings from client interactions, overall project evaluations (follow-up), and client trends.
- Secure internal and external referrals.
- Provide a tiered level of Account Management
 - Provide a higher level of account involvement in the first 6 to 9 months of a client's life cycle.
 - Lead discovery, discussions, and project intake with client.
 - Lead project hand-off to support team, with a seamless and comprehensive approach.
 - Provide high-level project oversight and approvals.
 - Ensure all projects hit margin goals and efficiencies are achieved to maximize profit.
 - Conduct post-partum discussions internally and externally; gather and share insights / key learnings; work with client and internal team to improve and elevate overall experience.
 - Provide a lower level of account involvement after 9 months of a client's life cycle.
 - Provide high-level oversight and approvals on all key projects.
 - Nurture client relationships with regular check-ins (ie. monthly).
 - Conduct quarterly reviews to ensure all client and Tricor goals are being met or exceeded.
 - Conduct more formal business/partnership reviews with key client stakeholders bi-annually or, at minimum, annually.