

## Position: Business Development Specialist (Outside Sales)

Joining the Pinnacle Branding sales team, the Client Engagement Specialist plays a pivotal role in identifying prospects, qualifying leads, and onboarding new contacts. They are responsible for driving strategic account growth and spearheading new business initiatives.

### Key Responsibilities:

- Conduct independent research to gain comprehensive knowledge of client brand, services, target audience, and "go-to-market" initiatives.
- Proactively reach out to clients, employing strategic outreach techniques and implementing lead generation and prospecting plans to boost sales.
- Utilize existing relationships to secure "warm" introductions to additional departments or buyers within the same department.
- Develop organizational charts for client companies, equipping yourself with tactical insights into potential buyers and formulating actionable engagement plans for each individual.
- Compile and maintain a comprehensive events or project calendar for each buyer or department, ensuring a well-defined strategy for the next three months and beyond.
- Efficiently utilize the CRM pipeline and reporting tools to document outreach activities, track contact and account development, and enhance overall productivity.
- Create and implement supplementary systems and reports to monitor and measure account growth.
- Leverage social media networks to represent Pinnacle Branding, showcase company achievements, and gain valuable insights into client organizations.

### Key Skillsets

The ideal candidate will possess the following abilities and attributes:

- Outgoing and friendly personality: A personable nature that fosters positive interactions with clients and colleagues.
- Goal-oriented mindset: A strong desire to assist clients in achieving their objectives.
- Effective communication: The ability to convey information clearly, concisely, and consistently.
- Exceptional organizational and time management skills: Capable of efficiently handling multiple tasks and prioritizing responsibilities.
- Self-motivated and eager to take on challenges: Driven to excel and embrace new opportunities.
- Positive demeanor: A positive outlook and attitude that contributes to a harmonious work environment.
- Team player: A collaborative mindset and willingness to work alongside others to achieve shared goals.