



**Job Title:** Business Development Manager      **Location:**  
**FLSA Status:** Exempt      **EEO Classification:** Management  
**Reports to:** CEO/President      **Employee Type:** Full-time  
**Prepared by:** Human Resources      **Date Prepared:** August 16, 2016

OMG, LLC is a first class, service oriented organization that delivers value and excellence to our customers while enhancing the community. As such, we strive to demonstrate the following: Excellence in all we do; "Can do" attitude; Teamwork; Openness in communication; Honesty, Integrity and Candor; Positive attitude; Excellent attendance record; Promptness and a Strong work ethic. Our reputation for the highest level of quality and service rests 100% on the efforts of our employees. In order to continue our growth and success, we must constantly look to add high-caliber individuals to our team.

**Summary:**

The Business Development Manager will report to the CEO/President with a dotted line reporting relationship to the Vice President of Operations and be responsible for the strategic development and tactical execution of the B2B lead generation-focused marketing plan and other campaigns designed to achieve financial growth. He/She will define long-term organizational strategic goals, build key customer relationships, identify business opportunities, negotiate and close business deals and maintain extensive knowledge of current market conditions. The Business Development Manager will work with the CEO/President and Vice President of Operations to find potential new clients, present them, ultimately converting them into clients, often being required to make presentations on solutions and services that meet or exceed the clients' current/future needs. The Business Development Manager will also assist in managing existing clients to ensure they stay satisfied and positive.

**Essential Duties and Responsibilities:**

1. New Business Development
  - a. Prospect for potential new clients and turn this into increased business.
  - b. Cold call as appropriate to ensure a robust pipeline of opportunities. Meet potential clients by growing, maintaining and leveraging available networks.
  - c. Identify potential clients and the decision makers within the client organization.
  - d. Research and build relationships with new clients.
  - e. Set up meetings between client decision makers and OMG key stakeholders.
  - f. Plan approaches and pitches. Work with OMG Executive Leadership team to develop proposals that speak to the client's needs, concerns, and objectives.
  - g. Participate in the development of the service solutions.
  - h. Handle objections by clarifying, emphasizing agreements and working through differences to a positive conclusion. Use a variety of styles to persuade or negotiate appropriately.
  - i. Present an image that mirrors that of the client.
  - j. Lead and execute the development and drive the execution of the lead generation campaign plan that will drive the marketing pipeline required to achieve revenue goals.
  - k. Collaborate with the CEO/President to create scripts, calling trees, competitive information, objection handling and other documents as necessary to increase conversion rates.



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- I. Work closely with the CEO/President, Vice President of Operations and Management Analyst to perform onsite client analyses and prepare proposal presentations of the OMG solution to include services, pricing and savings.
2. Client Retention
  - a. Present new products and services and enhance existing relationships.
  - b. Work with the CEO/President, Vice President of Operations and other internal colleagues to meet customer needs.
  - c. Arrange and participate in internal and external client debriefs.
  - d. Maintain quality service by establishing and enforcing organization standards.
3. Business Development Planning
  - a. Maintain professional and technical knowledge by attending educational workshops; industry functions, such as events and conferences; reviewing professional publications; establishing personal networks; benchmarking state-of-the-art practices; participating in professional societies; and provide feedback and information on market and creative trends.
  - b. Present to and consult with Senior and Executive level management on business trends with a view to developing new services, products, and distribution channels.
  - c. Identify opportunities for campaigns, services and distribution channels leading to increased sales.
  - d. Using knowledge of the market and competitors, identify and develop the company's unique selling propositions and differentiators.
4. Management and Research
  - a. Prepare and submit weekly, monthly, quarterly and annual progress reports by collecting, analyzing and summarizing information.
  - b. Ensure that data is accurately entered and managed within CRM.
  - c. Forecast sales targets and ensure they are met.
  - d. Track and record activity on accounts to help close deals to meet these targets.
  - e. Ensure that prerequisites, i.e. prequalification or getting on a vendor list, are fulfilled as necessary and within a timely manner.
  - f. Ensure all team members represent the company in the best light.
  - g. Present business development training and mentoring to internal OMG staff.
  - h. Research and develop a thorough understanding of the company's people and capabilities.
  - i. Understand the company's goal and purpose to ensure continual enhancement of the company's performance.
5. Other duties as assigned by manager(s).

#### **Other duties**

- Willingness and ability to be hands-on leader – actively involved in the day-to-day project work in support of marketing plans and goals
- Ability to network through OMG social media accounts: LinkedIn, Facebook and Twitter
- Develop relationships with key contributors at the GPO's (Group Purchasing Organizations) that OMG is a contracted. Utilize member lists to begin relationship development
- Manage the OMG external monthly eNewsletter. Write articles and/or use resources in finding articles from internet or internal team members. Maintain an updated recipient list for the Newsletter Database

#### **Qualifications**

- College degree in marketing, business or related field preferred.
- Self-motivated individual with a proven track record of achieving measurable lead development goals through successful credible cold calling and follow-up into multiple executive levels within an organization.
- Ability to understand and convey business issues and complex concepts.



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- Minimum of 5 years proven experience with lead generation and/or field marketing, and channels, and media to execute effective lead generation including mail and e-mail campaigns, trade shows and conferences, webinars, web marketing, and social media.
- Demonstrable experience with a wide variety of marketing tactics including: Lead Generation, Search Engine Marketing and Search Engine Optimization.
- ROI focused: experience creating, executing and measuring marketing programs.
- Industry experience encompassing mail, print/copy, scanning, fulfillment, outsourcing services preferred but not required
- Excellent communications skills both written and verbal; excellent listening skills.
- Working knowledge of Microsoft Word, Excel, Outlook and PowerPoint.
- Superior customer service skills, excellent communication skills, good computer skills, use of basic office equipment.
- Excellent documentation skills, highly detail oriented, and ability to multitask and manage time effectively.
- Ability to be a team player with effective interpersonal skills.
- Ability to remain focused and productive in stressful situations, ability to deal effectively and diplomatically with clients, management and internal staff.
- Ability to travel as required for client meetings. This position requires extensive travel nationally.

**Physical Demands:**

- Inside and sedentary working environment, requiring sitting and standing for long periods of time.
- Work is performed mainly in an office environment and at outside locations, however can involve other environment types to include warehouses, courier vehicles, storerooms, manufacturing, etc.
- The ability to exert maximum muscle force to lift, push, pull, or carry objects up to 30 pounds as needed.
- Sitting, standing, bending, reaching, stretching, stopping and lifting.

**OMG, LLC reserves the right to revise and alter this job description as needed.**

Approved: \_\_\_\_\_

Date: \_\_\_\_\_

Employee Statement:

I have read this job description and a copy has been provided to me. My signature below certifies that I am able to perform the essential functions of this position.

Employee Signature: \_\_\_\_\_

Date: \_\_\_\_\_