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## POSITION DESCRIPTION

**POSITION TITLE:** Manager Business Development

**DEPARTMENT:** Business Development

**CLASSIFICATION:** Management/Exempt

**APPROVED BY:**

**SEND RESUME TO:** [bdresumes@salemplumbing.com](mailto:bdresumes@salemplumbing.com)

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### REPORTING RELATIONSHIPS

**POSITION REPORTS TO:** President

**POSITIONS SUPERVISED:** Counter Sales, Marketing Director, Wholesales

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### POSITION PURPOSE

Responsible for directing the planning, organization, and implementation of Sales and Business Development activities at the Company. Formulates and executes sales plans and budgets that are consistent with and supportive of the Company's annual business plan. Ensures that revenue goals are met or exceeded and works to develop markets in new industries and geographies. Develops and executes sales plans and programs designed to increase sales, profits, and market share and to minimize expenses. Develops and trains sales staff on products. Develop marketing plans and strategies to promote business. Ensures that professional business relations exist with customers, third parties, and other external contacts. Directs, trains, and appraises personnel.

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### ESSENTIAL FUNCTIONS AND BASIC DUTIES

1. **Assumes responsibility for the planning, development, and implementation of effective Sales and Business Development strategies and policies.**
  - a. Oversees, in coordination with Senior Management, short and long-term strategic sales planning. Updates and monitors the feasibility of strategic plans on an ongoing basis.
  - b. Researches and analyzes environmental and competitive conditions, customer needs, and market trends. Designs strategies to capitalize on market opportunities and ensures that strategic plans complement market place needs.
  - c. Researches and recommends potential strategic alliances with third-parties and other businesses.
  - d. Formulates the sales budget. Ensures that sales activities are cost effective, efficient, and within established budget constraints.
  - e. Ensures that sales plans, goals, and policies are consistent with established Company-wide goals.

- f. Serves on Senior Management team.
2. **Assumes responsibility for overseeing the development of new revenue opportunities with trade parties and other business alliances.**
- a. Maintains in-depth knowledge of Company products, operations, and systems.
  - b. Leverages current alliances and customer relationships to further expand business development opportunities at all levels.
  - c. Ensures that current and future third party contracts are expanded and developed to maximum potential.
  - d. Writes proposals and negotiates commission structures and contracts with third parties.
  - e. Ensures that all sales and business development interactions are professional, effective, and mutually beneficial to both the third party and the Company.
3. **Assumes responsibility for developing new market opportunities.**
- a. Maintains a current knowledge of industry trends, opportunities, channels, products, and competitors to support business development opportunities.
  - b. Identifies new industries for product and service penetration. Networks with industry leaders and builds relationships to facilitate expanded sales opportunities.
  - c. Documents and reports economic, technological, and competitive factors which may impact business opportunities.
  - d. Identifies potential new products and services which may increase penetration into new markets.
  - e. Ensures that resources spent investigating new market opportunities are cost effective and result in productive business relationships.
  - g. Ensures that all new market sales activities are in accordance with established Company standards.
4. **Assumes responsibility for developing and implementing effective pricing strategies.**
- a. Monitors competitors' prices.
  - b. Analyzes market price sensitivity.
  - c. Establishes and monitors list prices, discounting structures, commission structures, and special pricing. Recommends modifications as necessary.
5. **Assumes responsibility for the development of effective promotion strategies.**
- a. Develops and manages advertising and public relations programs.
  - b. Evaluates the nature and effectiveness of competitors' communications.

- c. Determines the goals and objectives of the Company's advertising and public relations efforts. Implements measurement systems to assess advertising effectiveness.
  - d. Develops feature and benefit sheets for specific product versus major competitors. Ensures that staff members, third parties, and sales reps are trained and fluent in the Company's features and benefits.
  - e. Recommends and administers sales promotion campaigns. Oversees trade shows, special offers, training seminars, product launches, and selling incentives.
6. **Assumes responsibility for the effective performance of marketing activities.**
- a. Conducts regular reviews of sales activities and effectiveness. Develops sales contests, promotions, and incentives to increase sales and improve performance on weaker products. Provides recommendations regarding improvements in sales and service delivery, programs, and procedures.
  - b. Oversees and manages all marketing efforts.
  - c. Researches and evaluates current and potential markets for sales opportunities. Develops recommendations.
  - d. Ensures that existing customers are serviced in accordance with Company standards and policies.
  - e. Coordinates convention sales and presentations.
7. **Effectively manages the Company's sales force, ensuring optimal performance.**
- a. Provides leadership to sales personnel through effective objective setting, delegation, and communication. Conducts sales meetings as required. Directs, schedules, and coordinates sales functions.
  - b. Sets up and trains sales force including trade partners and other customer opportunities.. Provides regular instruction regarding pricing, procedure, and product changes.
  - c. Ensures that personnel are effective and optimally used.
  - d. Sets performance standards for sales personnel. Provides suggestions to improve effectiveness.
  - e. Ensures that sales force levels are appropriate and that reps are effectively utilized. Conducts interviews and assists with hiring reps as needed.
  - f. Assists and supports sales reps as needed.
8. **Assumes responsibility for ensuring professional relations with all customers, trade professionals, and external contacts.**
- a. Ensures the delivery of products and services is accurate and within established timeframes. Works to exceed customer expectations.
  - b. Ensures that customers, trade partners, and business alliances are well informed through continual feedback and communication.

- c. Ensures that requests, needs, and questions are promptly resolved. Ensures that information regarding Company products, programs, and promotions is appropriately provided.
  - d. Promotes goodwill and a positive image of the Company. Ensures that the Company's professional reputation is maintained.
9. **Assumes responsibility for establishing and maintaining effective communication and coordination with Company personnel and management.**
- a. Assists and supports related departments. Obtains and conveys information as needed.
  - b. Keeps management informed of area activities and of any significant concerns.
  - c. Attends and participates in meetings and committees as required.
  - d. Completes reports, records, and other documentation as required.
10. **Assumes responsibility for related duties as required or assigned.**
- a. Stays informed of industry, market, product, and technology trends.
  - b. Attends professional meetings and seminars.
  - c. Ensures that work area is clean, secure, and well maintained.
  - d. Completes special projects as assigned.

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## **PERFORMANCE MEASUREMENTS**

- 1. Sales functions are efficient, effective, and conducted in accordance with department policies and procedures, and with applicable laws.
- 2. Sales policies and procedures are regularly reviewed and revised as necessary. Sales policies effectively complement and support Company strategic plans.
- 3. New revenue opportunities are effectively developed with third parties and other business alliances.
- 4. Market opportunities are well-researched and potential product and services sales and penetration activities are carefully pursued.
- 5. Effective pricing strategies are implemented and revised as appropriate.
- 6. Promotions programs are productive and cost effective.
- 7. Sales personnel are effective, efficient, and optimally utilized. Good communication exists and support is provided as needed.
- 8. Senior Management is appropriately informed of Sales activities and of any significant problems. Suggestions for improved efficiency and effectiveness are provided. Required reports and records are accurate and timely.

9. Good communication and effective working relations exist with related departments.
10. The Company's professional reputation is projected in all business development contacts.
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## QUALIFICATIONS

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|---------------------------------|--|
| <b>EDUCATION/CERTIFICATION:</b> | Bachelor's degree in marketing, business, or related field.  |
| <b>REQUIRED KNOWLEDGE:</b>      | Strong knowledge of plumbing, and HVAC, VAR, third party and direct distribution channels, pricing policies, and promotions strategies.<br>Excellent understanding of market penetration strategies, market development techniques, and market segmentation strategies.<br>Extensive knowledge of technology including trends, opportunities, and products.<br>Comprehensive understanding of the Internet including e-commerce, portals, ASPs, as well as knowledge of Internet applications. |
| <b>EXPERIENCE REQUIRED:</b>     | Ten or more years of related business development, marketing, and sales experience.<br>Five or more years of managerial experience.<br>Experience in managing volume selling.  |
| <b>SKILLS/ABILITIES:</b>        | Excellent leadership abilities.<br>Able to organize, coordinate, and direct projects.<br>Strong oral and written communications abilities.<br>Solid analytical and technical skills.<br>Excellent presentation skills.<br>Able to use all related hardware and software; extremely computer literate.  |

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## PHYSICAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION

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|----------------------------------|--|
| <b>FINGER DEXTERITY:</b>         | Using primarily just the fingers to make small movements such as typing, picking up small objects, or pinching fingers together. |
| <b>TALKING:</b>                  | Especially where one must frequently convey detailed or important instructions or ideas accurately, loudly, or quickly.          |
| <b>AVERAGE HEARING:</b>          | Able to hear average or normal conversations and receive ordinary information.   |
| <b>REPETITIVE MOTIONS:</b>       | Movements frequently and regularly required using the wrists, hands, and/or fingers.   |
| <b>AVERAGE VISUAL ABILITIES:</b> | Average, ordinary, visual acuity necessary to prepare or inspect documents or products, or operate machinery.                    |
| <b>PHYSICAL STRENGTH:</b>        | Sedentary work; sitting most of the time. Exerts up to 10 lbs. of force occasionally. (Almost all office jobs.)                  |

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## WORKING CONDITIONS

**NONE:** No hazardous or significantly unpleasant conditions. (Such as in a typical office.)

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## MENTAL ACTIVITIES AND REQUIREMENTS OF THIS POSITION

**REASONING ABILITY:** Ability to apply logical or scientific thinking to define problems, collect data, establish facts, and draw conclusions.

Able to interpret a variety of technical instructions and can deal with multiple variables.

**MATHEMATICS ABILITY:** Ability to compute discount, interest, profit, and loss; commission markup and selling price; ratio and proportion and percentage.

Able to perform very simple algebra.

**LANGUAGE ABILITY:** Ability to read periodicals, journals, manuals, dictionaries, thesauruses, and encyclopedias. Ability to prepare business letters, proposals, summaries, and reports using prescribed format and conforming to all rules of punctuation, grammar, diction, and style.

Ability to conduct training, communicate at panel discussions, and to make professional presentations.

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## INTENT AND FUNCTION OF JOB DESCRIPTIONS

*Job descriptions assist organizations in ensuring that the hiring process is fairly administered and that qualified employees are selected. They are also essential to an effective appraisal system and related promotion, transfer, layoff, and termination decisions. Well constructed job descriptions are an integral part of any effective compensation system.*

*All descriptions have been reviewed to ensure that only essential functions and basic duties have been included. Peripheral tasks, only incidentally related to each position, have been excluded. Requirements, skills, and abilities included have been determined to be the minimal standards required to successfully perform the positions. In no instance, however, should the duties, responsibilities, and requirements delineated be interpreted as all inclusive. Additional functions and requirements may be assigned by supervisors as deemed appropriate.*

*In accordance with the Americans with Disabilities Act, it is possible that requirements may be modified to reasonably accommodate disabled individuals. However, no accommodations will be made which may pose serious health or safety risks to the employee or others or which impose undue hardships on the organization.*

*Job descriptions are not intended as and do not create employment contracts. The organization maintains its status as an at-will employer. Employees can be terminated for any reason not prohibited by law.*