



## BUSINESS DEVELOPMENT MANAGER POSITION DESCRIPTION

The Business Development Managers' primary responsibility is to grow and expand new business opportunities by prospect outreach, identifying and qualifying sales leads, evaluating market trends, communicating the value of Dele Health Tech products and service offerings and growing a solid pipeline.

### RESPONSIBILITIES INCLUDE:

- Achieve/exceed annual sales quotas, goals and targets
- Cold calling and independent lead generation
- Timely follow-up with marketing leads
- Maintain Customer Relations Management (HubSpot) platform
- Timely documentation of all activities into the CRM (Hubspot) for accurate reporting
- Continuously develop new business opportunities and manage existing sales pipeline
- Qualify all leads for handoff to Regional Sales Director
- Subject matter expert and trusted advisor in Dele Health Tech fall detection and prevention products and services
- Obtain a full understanding of customer needs and challenges through accurate discovery
- Articulate how Dele Health Tech solutions can alleviate customer pain points
- Schedule remote/onsite demos for Regional Sales Directors (as appropriate)
- Identify process bottlenecks for Continuous Quality Improvement
- Introduce new products, services and enhancements as appropriate
- Establish regular cadence for follow-up and touch points with prospects during the sales qualification cycle
- Work closely with Regional Sales Directors to ensure timely customer follow-up
- Actively participate in weekly and monthly team calls
- Consult with marketing team to ensure materials and resources align with current market climate
- Present new business development plan as required
- Attend sales educational events, trade shows, and seminars as required
- Maintain knowledge of the latest trends and best practices within the industry
- Travel up to 10% including overnight and air as needed
- All other duties and responsibilities as assigned

### QUALIFICATIONS:

- 5 years of sales experience, preferably within the senior living industry

- Proven record of success
- Working knowledge of telemarketing and digital marketing
- Working knowledge of Google platform, MS Office, CRM, BRM and PRM tools •
- Ability to work autonomously and collectively to achieve organizational goals and objectives
- Critical thinker
- Solution oriented
- Team player
- Forward thinker
- Excellent listening skills
- Savvy interpersonal and communication skills
- Bachelor's degree or relevant experience

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Name/Signature

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Date

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(Hiring Manager)

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Date

CC: Human Resources