

## Business Development Executive

Reporting to the Director of Sales, the successful candidate will secure conference delegate registrations for high quality and reputable conferences from top organizations in Canada and the US. If you are a results-oriented sales professional with a demonstrated track record in business development, with a passion for learning and a drive to succeed, this role may be for you.

Strategy Institute offers a prime downtown location in one of Canada's best loft space buildings. We are proud to offer a diverse work environment, positive corporate culture, casual dress policy, and an environment that encourages teamwork and open communication.

### Job Responsibilities:

- Generate new leads as well as qualify leads from the lists that are provided
- Prioritize and manage lead pipeline to maximize sales revenues
- Using a consultative sales approach, establish relationships with prospective delegates via telephone to support the promotion of specific campaigns
- Meet or exceed sales targets that align with the department strategy and overall business strategy
- Anticipate and prepare for questions and objections from prospects by thoroughly researching and understanding the industry the conference serves and articulating its concepts and benefits
- Maintain sales database with details of sales call for tracking and relationship management purposes
- Manage schedule for follow up calls
- Produce weekly market feedback report that contributes to continuous improvement of our products
- Ensure delegate registration is updated on the system accurately

### Qualifications and skills:

- Minimum 3 years of experience in business development
- Demonstrated success in meeting sales targets
- Confident, competitive and results-driven
- Must possess an unbending desire to drive sales through consistent dialling and pipeline management
- Excellent communication skills including active-listening, demonstrating empathy, and asking probing questions
- Ability to analyze, disseminate and articulate complex and intersecting ideas
- Must be comfortable working independently, being decisive, and operating with a degree of autonomy and discretion
- Ability to multi-task

- Attention to detail
- Experience in CRM software
- Proficiency with Microsoft office (Outlook, Word, Excel)
- Post-secondary education preferred by not required