



JOB DESCRIPTION

Job Title: Tier 4 Sr. Business Development Manager

Reports to: VP, Sales

Location: Home Office

FLSA Status: Exempt

Sr. Business Development Manager: Responsible for developing and growing this business by generating revenue from both a limited set of existing and net new clients (new logos). Business-oriented, problem solver with strong manufacturing sales experience who is able to prescribe engineered solutions combining software, hardware, services and consulting through a team-based, collaborative sales approach.

- Develop the business plan to achieve goals while attaining individual quotas.
- Strategize with management on new potential market opportunities and approaches.
- Direct the effort of sales support and technical pre-sales teams to deliver an exceptional client experience.
- Develop knowledge base through training and personal development.
- Demonstrate proficiency using CRM to actively manage sales & business development processes.

This role is focused on generating new business in an expansion geography.

- Generate recognition of the expertise InSource has demonstrated in delivering value to our manufacturing clients through web content, publications and trade shows.
- Close sales directly to end users outside the current InSource Distribution Territory as well as through leveraged relationships with InSource Account Executives within the InSource Distribution Territory.
- Seek out and sell to executive and staff levels of manufacturing organizations.
- Coordinate use of marketing efforts to generate the greatest possible impact.
- Collaborate with our delivery resources to expand the sale of our consulting offering.

Essential job functions

- Achieve annual and quarterly sales and gross profit growth objectives
- Prospect to new logo targets to generate new sales, via phone, web-ex and in person meetings. Contact and qualify all inbound leads. Meet minimum call requirements as assigned
- Develop/strengthen relationships with existing clients to maintain customer satisfaction and develop new sales opportunities via phone, web-ex and in person calls. Meet client meetings requirements as assigned.
- Use a Situational Awareness approach to assess clients/prospects based on three criteria – technical readiness (journey), ability to purchase (budget) and business cycle. Based on the



assessment prescribe InSource and partner solutions that address client's people, process and technology requirements.

- Prepare and deliver effective sales presentations in-person, via WEBEX and using cloud demos.
- Lead team-based sales effort, collaborating with:
 - Pre-Sale Technical System Consultants for product demos and architectures
 - Manufacturing Solution Architects (MSAs) for sales opportunities of larger projects and potential services and consulting sales.
 - Customer First Software maintenance team to secure support renewals.
 - Client Services for proposal generation and to close lower dollar opportunities
- Maximize profitability utilizing value selling tools and practices
- Accurately forecast annual, 60 and 30 day revenue streams.
- Regularly update and utilize NetSuite CRM to manage pipeline, track meetings and schedule follow-up activities.
- Develop and maintain a thorough knowledge of company's products, pricing practices, and selling skills.
- Observe the high quality of InSource Solutions ethical standards in presentations, proposals, and overall representation of the company.
- Track expenses and submit reports monthly.
- Up to 50% Travel
- Other job duties as requested.

Minimum job requirements

- **Education:**
 - Bachelor's Degree
- **Experience:**
 - Minimum ten years' experience in manufacturing consulting and/or software sales
 - Demonstrated history of successful consulting/services related sales - collaborative project implementation experience in software deployment
 - Strong knowledge of project management principals and a proven ability to sell their value
 - Experience with Industrial Automation Solutions, including but not limited to MES, Operations Management, Historians, Operator Logbooks, and other digital transformation tools.
- **Specific Skills:**



- Fundamental understanding of manufacturing processes, business needs, and technical analysis of data flow on the manufacturing floor.
- Situational fluency with Lean, six sigma, TQM, and general operational excellence programs and practices
- Domain expertise in one or more specific Manufacturing Intelligence areas is a plus:
 - Operational Efficiency (OEE)
 - Quality (SPC/SQC)
 - Production Optimization
 - MES
- Strong knowledge of manufacturing practices, issues, metrics, etc.
- **Other:**
 - Excellent time management and organizational skills
 - Excellent oral and written communication/presentation skills
 - Excellent interpersonal skills; ability to engage at all levels of the client organization from operator to executive
 - Able to synthesize information in the moment, think on feet and adapt to changing requirements and conditions
 - Proven ability to influence decision making at an executive level
 - Organizational and follow-up/through skills
 - Self-Starter desiring to learn and be challenged technically and in understanding product/process applications to the client environment
 - Proven ability to work independently
 - Willing to travel domestically

Supervisory Responsibility: none currently

Work Conditions: General office or home office environment and customer manufacturing site visits. May require standing, walking, climbing stairs, light lifting, sitting, etc. Some elevated noise levels exposure. Travel, including overnight travel is required.