



Business Development, Enterprise Accounts

Reports to: Director, Business Development

Enterprise Accounts - Business Development:

InSource works with clients to assist them on their digital transformation journey. We do this by understanding where the client is, what they need to achieve, the hurdles they must overcome, and the business outcome they desire. From this vantage point, we consult with them on options, and ultimately partner with them to chart and execute the roadmap for their short- and long-term digitalization goals.

Our Enterprise Accounts Business Development representative is responsible for developing and growing revenue from our most strategic "named" accounts by generating extensions to their current solutions and by prospecting/proposing solutions with a focus on customer experience, value, and outcome. We combine a business-oriented, problem-solving approach and manufacturing experience to prescribe solutions that engineer outcomes by combining software, hardware, services, and consulting through a team-based, collaborative approach. The Scope of this role includes strategy development and implementation, collaboration with supporting team resources, expanding the appreciation of the depth and breadth of solutions and capabilities of InSource and enhancing the reputation of InSource at these accounts.

Essential Job Functions

- **Expertise.**
 - Develop and maintain a thorough knowledge of company's products, pricing practices, and consultative selling skills. Maintain understanding and ability to position full software portfolio at a high level. Remaining current on new technologies, trends, and business
- **Prospecting.**
 - Establish a regular cadence of proactive contact with clients to build knowledge of client, current client product holdings, client issues/opportunities, etc. Also learn client strategy, organization, projects, decision making processes, key players, etc. Analyze client data and client experience.
 - Nurture client relationships. In all conversations, listen for and uncover opportunities to provide solutions to enhance the client productivity or profitability.
- **Business Plan / Strategy**
 - Ability to assess clients/prospects based on three criteria – technical readiness (journey), ability to purchase (budget) and business cycle. Based on the assessment prescribe solutions that address client's people, process, and technology requirements.
 - Use client knowledge in the development of a business plan/roadmap and measurement of results for each client: review with client regularly.
- **Opportunity Management**
 - Proactively consult and present innovative and transformative ideas and solutions. Prepare and deliver effective presentations in-person, virtually and using cloud demos. Utilize business acumen to translate solutions into business results in collaboration with Client Success, Services, and Leadership teams.



- Coach, lead and collaborate with operational, technical, and other resources to drive client outcomes and engagement.
- Accurately forecast and achieve annual, 30-, 60-, and 90-day revenue and gross profit streams.
- Demonstrate proficiency using CRM to actively manage pipeline, meetings, follow-up activities, sales & other business development processes.
- Observe the high quality of InSource Solutions ethical standards in presentations, proposals, and overall representation of the company.

Key Metrics

- Year over year sales growth across our full portfolio with a focus on solutions and our non-SCADA business.
- Measurable Client Productivity and/or Profitability gains
- Client references and testimonials
- Client perception/experience of ease of doing business with InSource
- Grow Recurring Revenue
 - Client retention, adoption and extension
 - Client subscription renewals
- Year over year growth of account base

Experience:

- 7+ years' experience in Consultative Sales with a focus on Manufacturing/Industrial/Enterprise Software/Professional Services
 - developing relationships, advising, selling
 - pursuing leads and converting them to sales
 - solution selling with a focus on the client outcome
- Proven ability and proclivity to leverage a CRM
- Collaborative/team selling
- Virtual selling skills: sales must be in intangibles as well as tangibles
- Expertise selling services or consulting

Specific Skills:

- Entrepreneurial spirit which leads to success in driving sales growth in new and existing enterprise accounts.
- Proactive communicator/listener with highly developed sense of urgency
- Able to create proposals and presentations, superlative communication skills
- Able to synthesize information in the moment, think on feet and adapt to changing requirements and conditions
- Self-starter, risk taker, driven to succeed
- Proven business acumen
- Innovative thinker
- Strong knowledge of manufacturing practices, issues, metrics, etc.
- Able to lead a pursuit team by personal influence (without supervisory responsibility)
- Prepare /deliver effective presentations in-person, via TEAMS and using cloud demos.
- Calm poise in difficult situations. Listen and mitigate difficulties with clients.



Expected Behaviors:

Client Focused - *Ensure clients get value from all they do with InSource. Listen, think then solve.*

- Come prepared and listen to understand. Use deep industry and technical experience and insights to drive challenging conversations. Identify appropriate solutions which could bring value to the business.
- Focus on client outcomes; and see this role as a catalyst for change.
- Ensure that clients find us effortless to do business with.
- Always search for the best technology and partners to best serve our clients and fulfill our mission.

Team Fueled - *Team is how InSource excels. Clients get the right person at the right time, even if it's not me.*

- Respect each other. Grow each other. Be unafraid to push each other to become better. Have each other's backs. Learn about others and model inclusive behavior. Value the whole person.
- Say something when something that is wrong. Take action and resolve issues.
- Diversity of thought and background brings richness to our decisions. Embrace alternative thinking.
- Fun is part of who InSource is. Work to live; balance is important.