

<b>Job Title: Business Development Associate Industry Partners-New Industries</b>			<b>Region US</b>
<b>Dept. Sector Analysis</b>			<b>Written By</b> Janet Tracy
<b>Date Created</b> October 2017	<b>Review Date</b>	<b>Reviewed By</b>	
<b>Position in Organisation</b> <ul style="list-style-type: none"> <li>• <b>Reports To:</b> Director of Business Development-New Industries</li> <li>• <b>Directly Supervises:</b> None</li> <li>• <b>Indirectly Supervises:</b> None</li> </ul>			
<b>Main Purpose of Job</b> <p>The Business Development Associate Industry Partners-New Industries, is primarily responsible for increasing revenues for all STR reports and services as it relates to our self storage program. The Associate will play a fundamental role in achieving our ambitious revenue growth objectives and must be comfortable making dozens of calls per day, generating interest, qualifying prospects, and closing sales. This position will interact with a wide variety of industry professionals such as self storage vendors, developers, architects, consultants, investment companies, etc.</p> <p>In addition to increasing revenues for STR's self storage program, the Associate is expected to be well-versed in STR's larger portfolio of offerings, and is expected to promote and prospect all STR's offerings when applicable.</p> <p>Associates will prospect for new business opportunities, foster and maintain potential and existing relationships, onboard new clients, and serve as the key account and relationship manager for the existing clients. Success in this position requires building strong and trusting relationships within the self storage industry, raising awareness of our products, educating the industry on the value of our products, and selling subscription-based data services.</p> <p>This role requires performing outbound prospecting sales activities such as cold calling, lead follow-ups, and opportunity qualifications via telephone and email. Additionally, this role requires exceptional customer service skills, business acumen, problem-solving abilities, and the ability to operate with tact and a high level of emotional intelligence. This position requires a professional individual with a proven track-record of outbound client relationship building and ongoing account management. The ideal candidate will be flexible, proactive, and have the discipline to work independently as well as part of a team.</p> <p>This role will be based out of our Hendersonville Headquarters. Travel required, up to 20%.</p>			

### Key Responsibilities and Accountabilities

<ul style="list-style-type: none"> <li>• Participate in development of individual territory planning and prospect pipeline.</li> <li>• Maintain database (Salesforce.com) to track pipeline, KPIs, and activity progress.</li> <li>• Calling, emailing, and communication. Could include 40-60 calls per day to generate qualified meetings and gauge interest.</li> <li>• Source new sales opportunities through inbound lead follow-up and outbound cold calls and emails.</li> <li>• Maintain database (Salesforce.com) to track pipeline, KPIs, and activity progress.</li> <li>• Research accounts, identify key players, and generate interest.</li> <li>• Ensure client feedback is accurately captured and efficiently communicated back into the business.</li> <li>• Maintain knowledge of industry trends, competitors, and new sales strategies.</li> <li>• Excellent organizational abilities.</li> <li>• Excellent verbal and written communication skills, including professional phone and email skills.</li> </ul>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

This job description is full but not exhaustive and the job holder will be required to undertake other activities as reasonably required by the Company

## Business Development Associate Industry Partners-New Industries

- Able to handle confidential material in a reliable manner.
- Ability to multi-task and prioritize workload in a fast-paced environment.
- Other assigned duties as needed.

### Team Accountability

- Keep current with market and industry developments and changes.
- Attend training as required and actively seek to continually enhance understanding of STR products and value proposition.
- Attend marketing events, team meetings, kick off meetings and functions as required.
- Adhere to all STR processes and policies and maintain customer confidentiality.
- Ensure STR brand and corporate values are evident to the customer at all times.
- Understand and adhere to the STR Mission, Vision and Values.

### Core Competencies

Competency	Knowledge
<b>Industry Knowledge</b>	Comprehensive understanding of all STR products and services, with a focus on self storage, and how clients use our products and services.  Knowledge of business research methods, from data evaluation to market research.  Continuous professional development in the self storage industry. Networks with key contacts outside STR to become an industry expert.
<b>Customer Focus</b>	Ability to interact and communicate with individuals at all levels of organization.  Provide strong customer service including solving problems, complaints, feedback, and questions.  Strong interpersonal skills to handle sensitive situations and confidential information.
<b>People Skills</b>	Position continually requires demonstrated poise, tact, diplomacy, and good judgment.
<b>Adaptability</b>	Help to maintain and grow the business development process and internal operations that support all business development activities.

### Qualifications & Experience

Essential	Description
<b>Territory Planning</b>	Create and execute strategic outreach plans, prospecting, self-lead generation activities.  Research prospect accounts in target markets, pursue leads, and follow through with agreements.
<b>Territory Execution</b>	Manage post-sales meeting follow up: data collection & follow up calls.
<b>Outbound Sales</b>	Three to five years' experience in a successful outbound sales role.
<b>Education</b>	Four year college degree or equivalent.

## Business Development Associate Industry Partners-New Industries

<b>Software</b>	Strong proficiency with Microsoft Office Suite.
<b>Desirable</b>	<b>Description</b>
<b>CRM Knowledge</b>	Knowledgeable of sales management software, Salesforce preferred.
<b>Industry Knowledge</b>	Commercial real estate experience desirable.
<b>Sales Training</b>	Professional sales methodology training desirable.