

<b>JOB DESCRIPTION</b>	
<b>POSITION TITLE:</b>	Business Development Manager
<b>REPORTS TO:</b>	
<b>ORIGINATION DATE:</b>	September 1, 2023
<b>REVISION DATE:</b>	NA
<b>DOCUMENT CONTROL #:</b>	JD 23-001
<b>CLASSIFICATION:</b>	Full-Time, Exempt

**SCOPE OF WORK:** The primary purpose of the Business Development Manager is to drive the growth and expansion of the company. This position is responsible for leveraging their expertise in market research, sales strategies, networking, and relationship management to identify and capitalize on new business opportunities. This role is crucial in expanding the client base, increasing revenue and contributing to the overall success and profitability of Sofer Advisors, LLC.

**ESSENTIAL DUTIES:**

- Identifies and pursues new business opportunities.
- Generates and prospects leads for potential clients.
- Builds and maintains client relationships.
- Conducts market research and analysis.
- Develops and implements sales strategies.
- Prepares and delivers sales presentations.
- Negotiates and closes deals with clients.
- Collaborates with cross-functional teams.
- Tracks and reports sales performance in spreadsheets and CRM-HubSpot.
- Participates in industry conferences, trade shows, and networking events to expand professional network and generate leads.

**NON-ESSENTIAL DUTIES:**

- Conducts competitive analysis to assess market positioning and identify potential threats and opportunities.

- Assists in the development and execution of marketing campaigns to support business development efforts.
- Stays updated on industry regulations and best practices.
- Supports the preparation of proposals, including drafting sections, gathering necessary information, and ensuring compliance with requirements.
- Collaborates with the external marketing team to create promotional materials, such as brochures, presentations, and case studies.
- Conducts post-sales follow-ups to ensure customer satisfaction and identify opportunities for additional business or referrals.

**PREREQUISITE KNOWLEDGE, SKILLS, AND EDUCATION:**

- Strong sales and business development acumen.
- Excellent communication and interpersonal skills.
- Strategic thinking and analytical abilities.
- Business and financial acumen. Familiarity with business principles, financial analysis and an understanding of the value propositions for various industries.
- Self-motivation and goal-oriented mindset.
- Networking and relationship-building skills.
- Bachelor's degree in business administration, marketing, finance or a related field preferred.
- Requires 3-5 years of experience in business development or sales.

**PHYSICAL AND MENTAL REQUIREMENTS:**

- Ability to stand and sit for extended periods of time.
- Ability to work and communicate well with other employees and management.
- Ability to perform work utilizing manual dexterity of the hands.
- Ability to read, write, and understand English.
- Ability to work in a fast-paced environment.
- Correctable vision and hearing.
- Ability to work remotely in a home office environment.

**This job description is not intended to be all-inclusive, and the employee may also be asked to perform other reasonably related job duties as assigned by their immediate supervisor as required. All employees may be required to perform duties outside of their normal responsibilities from time to time as needed.**