

director, client solutions



At Bellomy, we're compelled to understand consumer behavior—what motivates choice, what drives satisfaction, what delights—and to help businesses succeed and grow based on that understanding. If you're like-minded and share our passion for market intelligence, we're eager to hear from you! We have a great opportunity for an experienced Director, Client Solutions (new business development), at our headquarters in Winston-Salem, NC.

The responsibility of the Director, Client Solutions, will be to assertively and tactically identify and acquire new clients in an effort to establish a client portfolio that aligns with Bellomy's strategic business objectives.

Primary objectives for this role are:

- Research and identify targeted new client opportunities; generate leads and create awareness of Bellomy's capabilities
- Consultatively sell Bellomy's market research services by thoroughly understanding each client's business issues, consulting on research design and providing insightful solutions
- Regularly meet/exceed sales goals and new client acquisition goals within specific timeframe
- Develop long lasting relationships that will result in repeatable Bellomy business opportunities
- Build strong, collaborative relationships within the Bellomy team

Responsibilities include (but not limited to):

- Develop and execute sales plan
- In partnership with the Bellomy team, identify and agree upon strategy, financial goals/objectives, tactics and timeline to achieve the goal of adding new clients
- Prepare quarterly and annual forecast for business development
- Proactively prepare and assemble materials required to support prospecting and sales activities, including presentations, case studies, etc.

Identify and acquire new clients

- Research and identify potential business opportunities
- Develop a prospect list of high value targeted prospects; analyze and prioritize opportunities
- Identify qualified individuals (decision makers, economic buyers, influencers) within the target prospect company list
- Structure and deliver sales presentations which are clear, professional and effective
- Deliver on specific revenue and new client goals

Build solid and long lasting relationships with clients

Collaboratively partner with Bellomy's research management, marketing sciences teams, and operational groups to ensure that project objectives are clear and our clients' expectations are met/exceeded

Maintain effective written and oral communication with clients and internal employees

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Prepare and deliver weekly sales activity report

- Prepare and provide an up-to-date status report on all prospecting and sales activities including sales calls, contact database building activities, achievements, milestones, closed business and upcoming opportunities
- Meet weekly with Bellomy team to review progress towards goals and update strategy and tactics as needed to stay on course

Maintain knowledge and thorough understanding of competitive landscape including keeping up with industry trends

- Maintain pulse of the marketplace, identify potential competition, and communicate with Bellomy team on emerging trends in the marketplace
- Perform competitive analysis to stay apprised of marketplace

Attend and promote Bellomy's services at trade shows

Enforce the highest standards of accuracy and quality in all facets of your position

Act as a Bellomy Research Ambassador, projecting positive images of Bellomy internally and externally

Other responsibilities as assigned

Knowledge, Skills, Abilities:

- 4+ years of business development experience including experience in diverse consultative selling across multiple industries
- Experience with quantitative and/or qualitative research methods
- Demonstrated effective prospecting skills
- Demonstrated successful closing skills
- Extensive base of market research contacts with proven track record of market research sales success
- Must be an excellent critical thinker
- Highly motivated to achieve agreed upon goals
- Self starter – is able to identify activities needed to achieve goals
- High-energy, driven and self-motivated with a commitment to excellence
- Excellent interpersonal, verbal, written, and presentation skills
- Experienced with strategic selling techniques
- Skilled at working across a matrix organization (gaining support and respect from other departments)
- Experienced with Internet search tools to research prospective clients and new market opportunities
- Must have ability to travel as necessary
- Highly proficient with Microsoft PowerPoint, Word and Excel
- BA/BS preferred (or relevant work experience)

Candidates must be lawfully and fully (without restriction) employable in the United States, either by citizenship or by authorization from the Department of Homeland Security and the Labor Department.

Qualified candidates: please send **RÉSUMÉ, SALARY REQUIREMENTS, AND A COVER LETTER** indicating how your skills and experience match our requirements to careers@bellomy.com.

No phone calls please.