

## **POWER ANALYTICS JOB DESCRIPTION**

**Job Title:** Business Development Manager  
**Department:** Sales  
**Reports To:** V.P. Sales and Marketing  
**FLSA Status:** Exempt

### **Position Summary:**

The Business Development Manager is responsible for identifying and developing strategic business relationships with Target Accounts and other potential customers, working closely with the Sales Manager. As the Business Development Manager, you will take the lead in the development of new business opportunities that support Power Analytics' overall growth strategy. We are seeking someone with an entrepreneurial spirit, passion for sales and a proven track record of success, who takes a hands-on approach to building business opportunities. In this key position, you will work closely with marketing, sales, and product management teams to achieve established sales goals and implement business development initiatives that maximize and grow the Power Analytics footprint and generate bottom line revenue for the company. This position reports directly to the V.P. Sales and Marketing.

### **Essential Duties and Responsibilities**

To be successful in this position an individual must be able to perform the following tasks satisfactorily. Other duties may be assigned. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Develop new business opportunities with target accounts and other potential customers at all stages of the sales cycle to include targeting, prospecting and presenting compelling business propositions.
- Work effectively with C-Level decision makers, i.e., CFO, CTO, VPs and Directors, to develop long term strategic relationships.
- Prepare and present powerful, persuasive sales presentations that effectively demonstrate the value proposition of Power Analytics software products and solutions.
- Develop and maintain a robust deal pipeline toward targeted entities to continuously grow the business and generate sales.
- Effectively manage large scale, complex contracts negotiations and close new business deals with target accounts and other potential customers, working closely with the Sales Manager
- Collaborate with professional services and software developers to ensure successful implementations.
- Maintain consistent sales growth by continuously establishing new accounts and maintaining existing target accounts.
- Develop and execute a strategic business plan that meets or exceeds established sales goals and supports Company revenue and profitability targets.
- Attend conferences and professional association meetings and promote Power Analytics software solutions and brand.

- Prepare and give business reviews and presentations to the senior management team on a monthly basis.

Other duties may be assigned.

## Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

- Proven work experience as a Business Development Representative, Major Accounts Representative or similar role
  - Experience in the Energy industry a plus
  - Experience in Telecommunications a plus
  - Experience with Utilities a plus
  - Experience with microgrid and/or distributed generation solutions a plus
- Hands-on experience with multiple sales techniques (including cold calls)
- Track record of achieving sales quotas
- Experience with CRM software (e.g. Salesforce)
- Familiarity with MS Excel (analyzing spreadsheets and charts)
- Understanding of sales performance metrics
- Excellent communication and negotiation skills
- Ability to deliver engaging presentations
- Minimum of BA degree in Business Administration or BS degree in Computer Science or related fields

Team Building – Displays excellent human relations skills to create and guide a team with many different skills and backgrounds, through complex sales cycles. Ability to multi-task and prioritize deliverables in a fast-paced deadline-oriented environment. Must be a self-starter who can identify tasks that need to be done and accomplish them, alone or with/through a team.

## Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Education/Experience. Candidates will have the education and a minimum 10 years of previous experience in a field related to one (and preferably more than one) of the following:
  - Minimum of 5-7 years sales experience as a Hunter, with at least 3 years including software sales.
  - Demonstrated understanding and application of complex sales techniques and track record creating, negotiating and closing multi-million dollar large-scale deals
  - Experience working with Major Accounts and other large organizations
  - Proven ability to develop long term strategic relationships with C-Level decision- makers
  - Demonstrated effectiveness in prospecting and developing new business
  - Demonstrated ability to define and operationalize sales
  - Excellent analytical, written and verbal communication skills

- Good organizational skills including prioritizing, scheduling, time management, and meeting deadlines; detail oriented
- Ability to work effectively in a small office environment
- Ability to travel moderately within assigned territory (25-50%).

### **Supervisory Responsibilities**

No direct supervisory responsibilities.

### **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The duties of the position are generally performed in an office environment. However, periodic site surveys/customer visits are conducted in open field conditions near power equipment installations.

### **Physical Demands**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Must be able to lift up to 25 pounds.
- Must be able to participate in field site surveys/customer visits, including walking over uneven ground.

### **Other**

The incumbent must be able to travel for business, with an estimate of 50-75% expected during periods of peak activity.

### **Notice**

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.