



Job Title: Business Development Executive  
Department: MCM Technology Solutions  
Reports to: MCMTS Consulting Team Leader  
Level: Full-Time, Exempt  
Location: East Louisville  
Last Updated: 12/2021

### **Summary of Responsibilities:**

The Business Development Executive works directly with the IT Consulting Team Leader, Location Leaders, and Industry Leaders on generating direct, new business for the Technology Solutions Group. This person will develop, manage, and support the implementation of prospective client attraction and new business strategies that generate leads resulting in direct new business and foster a culture of business development.

### **Essential Functions:**

#### **Lead Generation -**

- Manage and maintain the overall sales pipeline of contacts, key information and sales activity status for the respective market(s)
  - Maintain active list of a minimum of 25 top targets and an additional 50 other targets.
  - Maintain an average of 10 sales calls per week on Top Prospects; involve industry leaders, Partners/CPAs accordingly.
  - Update pipeline of top targets for monthly pipeline meeting.
- Set and manage a personal pipeline of leads with at least 175 companies, including firm targets.
- Using intelligence from industry service teams and the practice development department, develop sales call strategies and prospective clients in assigned market area(s).
  - Assist with developing qualified lead generation tools and direct business opportunities within industry specialty.
- Assist in developing referral and new client relationships in MCM markets.
- Enhance process of securing referrals from existing clients, referral sources, etc.

#### **Opportunity Development -**

- Set and implement goals for expanding existing client base and converting prospective clients to engaged clients.
  - Hold regular strategy sessions/updates for top 25 prospects.
  - Attend client opportunity development meetings and enlist Partner support/commitment as needed.
- Foster culture of collaborative business development, team wins encouraged.
- Expand existing client relationships with Responsible Partner by introducing additional, new and valuable services.

#### **Sales and Knowledge Transfer -**

- Collaborate with the IT Consulting Team Leader to ensure sales strategies for prospective clients are integrated with marketing strategy and firm growth goals.
- Assist with training on appropriate sales or business development topic at least annually.

**Expectations:**

- Respect and earn the respect of fellow team members.
- Proficient use and application of technology and firm resources.
- Take ownership of identified processes and responsibilities.
- Keep open communications.
- Perform work with confidence and pride, follow through to completion.
- Make informed decisions.
- Grow and learn from past mistakes.
- Work in a safe, clean and employee friendly atmosphere.
- Work personal/professional development plan.
- Must have flexibility with work schedule.

**Working Conditions:**

- Minimal hazards.
- General office working conditions.
- Occasional heavy lifting.
- Periodic evening and/or weekend work.

We are committed to providing equal employment opportunities to all employees and applicants without regard to race, ethnicity, religion, color, sex (including childbirth, breast feeding and related medical conditions), gender, gender identity or expression, sexual orientation, national origin, ancestry, citizenship status, uniform service member and veteran status, marital status, pregnancy, age, protected medical condition, genetic information, disability or any other protected status in accordance with all applicable federal, state and local laws.

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