

Business Development Manager

Salient Management Company, a pioneer in delivering comprehensive analytical solutions for the consumer packaged goods industry, empowers clients to gain a comprehensive understanding of their sales, operations, and finance data. With over 30 years of growth and expertise in visual data mining technologies, Salient offers industry-tailored analytic solutions that facilitate easy access to actionable insights for business users. Our intuitive platform offers industry-tailored pre-built templates and enables interactive root cause analysis, simplifying the process of leveraging valuable insights to drive business impact at all levels. As a leader in the industry, we attribute our success to our cutting-edge technology and the invaluable contributions of our dedicated, forward-thinking employees.

We are currently seeking a seasoned sales professional who is passionate about business development and possesses the aptitude to cultivate and close new B2B sales opportunities. The ideal candidate will have a strong background in solution selling and a demonstrated ability to analyze and interpret data within the consumer packaged goods (CPG) and/or food retail industry. They should have a proven track record of driving new business growth, exceeding sales objectives, fostering robust new business relationships, and consistently delivering exceptional customer satisfaction.

In this role, you will be responsible for bringing new clients, generating leads, managing the sales cycle from start to finish, and working collaboratively within the team to strategize on how to meet customer needs. You will utilize your expertise in the CPG and/or food retail industry to identify potential clients, build relationships, and present our innovative analytical solutions to solve their needs. Your strong selling skills and CPG background will enable you to understand customer requirements, tailor our offerings to their specific needs, and effectively communicate the value proposition of our products and services. This role represents a great opportunity to be part of a fast-paced team, changing the way business intelligence and decision support systems are implemented.

This position will require up to 40% of travel.

To perform this position successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the minimum knowledge, skills, and/or abilities required.

Education/Experience:

- Bachelor's Degree (Master's Degree preferred) in Science/Business Administration or related field.
- 7+ years of work experience in CPG sales, food retail, or Solution Selling.

Primary Duties & Responsibilities:

- **Drive results:** Achieve and surpass sales objectives for new client acquisition, fostering long-term growth and exceeding revenue growth targets
- **Identify and Generate Leads:** Proactively identify potential clients and generate qualified leads through various channels such as market research, networking events, referrals, cold calling, and online platforms.
- **Lead the Sales Cycle and Negotiations:** Manage the sales cycle from initial contact to contract negotiation and closure, ensuring a smooth, efficient, and successful process. Lead negotiations, contracts, and pricing discussions to secure new business growth
- **Build and Expand Client/Prospect Relationships:** Develop and nurture strong relationships with key decision-makers and stakeholders within target companies, leveraging your industry knowledge and sales expertise.
- **Sales Presentations and Communication:** Communicate and clearly convey the Salient value proposition to prospects. Deliver compelling sales presentations, engage with prospects, understand their pain points and business challenges, and present Salient's comprehensive analytical solutions as the ideal answer to their needs.
- **Collaborate with Cross-Functional Teams:** Work closely with internal teams such as marketing, business consultants, product management, and solution architect to align business development strategies with overall organizational goals. Foster effective communication and collaboration to ensure seamless execution.

- **Customer-Centric Approach:** Understand customer needs, pain points, and business challenges. Tailor Salient's analytical solutions to address specific client requirements and ensure exceptional customer service throughout the business development process.
- **Develop and Implement Business Development Strategies:** Create and execute strategic plans aligned with Salient's overall goals to drive business growth and achieve sales targets.
- **Relationship Management:** Cultivate relationships with strategic partners, industry associations, and other relevant stakeholders to explore collaborative opportunities, expand the business network, and strengthen Salient's market presence. Actively seek out and bring forth new sales and referral partnership opportunities that align with Salient's goals and enhance the company's growth opportunities.
- **Conduct Market Research:** Stay updated on industry trends, market dynamics, and competitive landscape to identify new business opportunities and develop effective strategies for market penetration and expansion
- **Monitor Sales Performance and Reporting:** Track all sales and lead generation activities in CRM, monitor performance against targets, and provide regular reports and updates to management. Analyze sales data, identify trends, and recommend strategic adjustments to optimize business development efforts.
- **Stay Current with Industry Trends:** Stay up to date with industry trends, competitors, and emerging technologies to maintain a competitive edge and provide valuable insights to the organization

Required Skills or Knowledge:

- Proven experience and expertise in B2B sales and business development
- Proficiency in lead generation techniques, including market research, cold calling, networking events, and online platforms.
- Strong listening and communication skills to effectively articulate the value proposition of products or services.
- Ability to compile a solution, structure orders/contracts (write the project scopes/deliverables), and secure client prospects.
- Ability to negotiate and close a deal.
- Excellent communication and interpersonal skills
- Strong selling, negotiating, and presentation skills.
- Self-driven and results-oriented with a strong will to succeed.

Salient Corporation is proud to be an Equal Opportunity Employer.

All qualified applicants will receive consideration for employment without regard to race, color, religion, creed, sex, sexual orientation, marital status, military status, veteran status, age, national origin, citizenship, ancestry, disability, predisposing genetic characteristics, domestic violence victim status, or any other status protected by law.

In compliance with federal law, all persons hired will be required to verify identity and eligibility to work in the United States and to complete the required employment eligibility verification document form upon hire.