

Job Title: Business Development Associate-New Industries			Region US
Dept. Sector Analysis			Written By Janet Tracy
Date Created September 2017	Review Date	Reviewed By	
Position in Organisation <ul style="list-style-type: none"> • Reports To: Director of Business Development-New Industries • Directly Supervises: None • Indirectly Supervises: None 			
Main Purpose of Job <p>The Business Development Associate is responsible for identifying business opportunities and cultivating and managing leads to increase performance data participation and revenue in STR's Self Storage Program. They are tasked with building strong and trusting relationships with self storage operators, raising awareness of our products within an assigned territory, educating operators on the value of our products, significantly increasing the number of properties participating as data providers, and selling subscription-based data services. This position will interact with a wide variety of industry executives such as self storage owners and operators, third party management companies, and industry organizations.</p> <p>The Business Development Associate will serve as the primary contact in an assigned territory with that includes our potential clients that own and/or manage an upwards of 15 facilities. Growing data participation among markets will be done as a larger team, beginning with the build out of "Top Companies" and large operators. Associates will be tasked with filling out the broader base of data partners post the initial build out. In addition, Associates will prospect for new business opportunities, foster and maintain potential and existing relationships, onboard new clients, and serve as the key account and relationship manager for the existing clients.</p> <p>This role requires performing outbound prospecting sales activities such as cold calling, lead follow-ups, and opportunity qualifications via telephone and email. Additionally, this role requires exceptional customer service skills, business acumen, problem-solving abilities, and the ability to operate with tact and a high level of emotional intelligence. This position requires a professional individual with a proven track-record of outbound client relationship building and ongoing account management. The ideal candidate will be flexible, proactive, and have the discipline to work independently as well as part of a team.</p> <p>This role will be based out of our Hendersonville Headquarters. Regular travel required, up to 30%.</p>			

Key Responsibilities and Accountabilities

<ul style="list-style-type: none"> • Participate in development of individual territory planning and prospect pipeline. • Maintain database (Salesforce.com) to track pipeline, KPIs, and activity progress. • Calling, emailing, and communication. Could include 40-60 calls per day to generate qualified meetings and gauge interest. • Ensure client feedback is accurately captured and efficiently communicated back into the business. • Conduct regular business reviews with existing clients. Identifies revenue opportunities within client organization. • Motivated to be lead generation focused, and a willingness to research and grow leads and contacts. • Conduct key client meetings, and attend conferences and industry events. • Maintain knowledge of industry trends, competitors, and new sales strategies. • Excellent organizational abilities. • Excellent verbal and written communication skills, including professional phone and email skills.
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This job description is full but not exhaustive and the job holder will be required to undertake other activities as reasonably required by the Company

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- Ability to handle confidential material in a reliable manner.
- Ability to understand an industry from an operator's point of view.
- Ability to multi-task and prioritize workload in a fast-paced environment.
- Other duties may be assigned on an as needed basis by management.
- In-depth knowledge of all STR products in both self storage and hotels.

Team Accountability

- Keep current with market and industry developments and changes.
- Attend training as required and actively seek to continually enhance understanding of STR products and value proposition.
- Attend marketing events, team meetings, kick off meetings and functions as required.
- Adhere to all STR processes and policies and maintain customer confidentiality.
- Ensure STR brand and corporate values are evident to the customer at all times.
- Understand and adhere to the STR Mission, Vision and Values.

Core Competencies

Competency	Knowledge
Industry Knowledge	Comprehensive understanding of all STR products and services, with a focus on self storage, and how clients use our products and services. Knowledge of business research methods, from data evaluation to market research. Continuous professional development in the self storage industry. Networks with key contacts outside STR to become an industry expert.
STR Knowledge	Strong understanding of the STR business model, track record and history in hotels and value that STR provides to clients.
Customer Focus	Ability to interact and communicate with individuals at all levels of organization. Provide strong customer service including solving problems, complaints, feedback, and questions. Strategic in managing and building new and existing client relationships. Strong interpersonal skills to handle sensitive situations and confidential information.
People Skills	Position continually requires demonstrated poise, tact, diplomacy, and good judgment. Ability to build strong relationships with executive level employees.
Adaptability	Help to maintain and grow the business development process and internal operations that support all business development activities.

Qualifications & Experience

Essential	Description
Territory Planning	Create and execute strategic outreach plans, prospecting, self-lead generation activities. Research prospect accounts in target markets, pursue leads, and follow through with

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	agreements.
Territory Execution	Manage post-sales meeting follow up: data collection & follow up calls.
Outbound Sales	Three to five years' experience in a successful outbound sales role.
Education	Four year college degree or equivalent.
Software	Strong proficiency with Microsoft Office Suite.
Desirable	Description
CRM Knowledge	Knowledgeable of sales management software, Salesforce preferred.
Industry Knowledge	Commercial real estate experience desirable.
Sales Training	Professional sales methodology training desirable.