



Position Title: Business Development Associate – Industry Partners	FLSA Designation: Exempt
Department: Business Development	Corporate Location: Hendersonville
Reports to: Director of Business Development-Industry Partners and Destinations	Date Written/Revised: September 18, 2017

Job Title:	Business Development Associate-Industry Partners
Summary:	<p>Business Development Coordinator--Industry Partners</p> <p>The Business Development Associate – Industry Partners, is responsible for increasing revenues for all STR reports and services as it relates to our industry partners. The Associate will play a fundamental role in achieving our ambitious customer acquisition and revenue growth objectives and must be comfortable making dozens of calls per day, assisting teammates, generating interest, qualifying prospects and closing sales. This position entails direct interaction with vendors, developers, architects, consultants, investment companies, etc., so eligible candidate must have a professional demeanor.</p>
Duties:	<ul style="list-style-type: none"> • Comprehensive understanding of all STR products and services, with a focus on industry partners • Ensure that each customer receives outstanding service by providing a professional and friendly environment • Responsible for sales to all industry partners via phone, email, conferences and face-to-face meetings • Source new sales opportunities through inbound lead follow-up and outbound cold calls and emails • Route qualified opportunities to the appropriate team member for further development and closure • Utilize Salesforce for lead/opportunity tracking and forecasting • Research accounts, identify key players and generate interest • Complete sales calls and presentations to generate interest and revenue • Maintain and expand database of prospects • Accountable for individual sales goals • Other duties may be assigned on an as needed basis by management



Required Skills:	<ul style="list-style-type: none">• Excellent communication skills – verbal and written• Excellent sales skills including prospecting, utilizing a consultative sales approach, negotiating and customer retention• Analytical thinker with problem-solving skills• Strong organizational skills• Ability to travel 15-25% of time• Must have professional demeanor• Works well in team environment and individually• Proficient with MS Office (Outlook, Word, Excel, and PowerPoint)
Desired Qualifications:	<ul style="list-style-type: none">• Undergraduate Degree• 1-2 years work experience• Experience with Salesforce or similar CRM program• Business-to-business experience preferred• Public Speaking knowledge and comfort

About STR:

Founded in 1985, STR is the global leader in data solutions and analytics for the hospitality industry. We are a rapidly growing company with ambitious plans for the future, and we pride ourselves on being a trusted partner to our worldwide client base as well as being a great place to work. STR has been recognized as one of the “Top 10 Coolest Companies to Work for in Nashville” in addition to earning a #1 ranking on a Tennessean Top Workplace poll and a spot on Inc. 5000’s list of fastest growing companies. With a presence in more than 10 countries across the globe, we are looking to add to our talented team of dedicated individuals by recruiting for a Marketing Content Coordinator.

Employee Benefits:

- Competitive health benefit plans
- Eligibility for annual bonus and salary review, subject to performance and business profitability
- Option to attend continuing education conference or training
- Discount YMCA membership
- 401 (k) Retirement Plan option after one year of employment
- 9 paid annual holidays
- Employee events throughout the year
- Opportunity to work on the rebrand of a 30-year-old company
- Conveniently located north of downtown providing a reverse commute from Nashville