
Title: Business Development Specialist**Location:** Minneapolis/St. Paul greater metropolitan area**Overview**

Founded in 1999, iBusiness Solutions leads people to make wise decisions by utilizing customer behavior analytics, sales continuum analytics, executive performance scorecards, and other business intelligence solutions for mid-tier and larger organizations. We have proven experience with analytics applications ranging from financial analytics, call center customer profile dashboards, supply chain scorecards, customer value scorecards, and more

We don't believe people are our greatest asset. We believe the right people are our greatest asset. We hire only those with a high degree of personal and professional integrity, are driven to make a positive financial impact, demand exceptional results from themselves, work effectively with a team to achieve results for the team's benefit.

Responsibilities

This position focuses on the effective and consistent generation of new business opportunities within our existing client base and with net new clients. Specifically, the person in this position has ownership for the following business development efforts:

- Maintain, align, and continually evaluate our company positioning within our competitive "sandbox" so that we are #1 or #2 in terms of market leadership
- Create, manage, and execute an annual marketing plan with focused quarterly initiatives that support our business development efforts, potentially including event planning, event management, budget management, vendor management, and other activities as deemed appropriate and valuable
- Identify target companies and target buyers within those companies to pursue for new business opportunities
- Generate innovative, professional, and effective marketing materials that are aligned with our marketing plans, support our lead generation activities, and maintain our company's competitive positioning, using our website, client case studies, white papers, trade journal articles, industry presentations, blogging, social media, videos, and other avenues as appropriate
- Identify, nurture, and feed qualified prospects over time, to a selling partner, who will further qualify and move those prospects through our sales process
- Work with the selling partner on any follow-through required as prospects move through the sales process
- Proactively communicate with our Professional Services teams working on client engagements to solicit and identify value statements, positioning statements, and other valuable information to feed back into our positioning, marketing, and lead generation activities
- Use our company's customer relationship management (CRM) system for building prospect lists, segmenting customers, managing marketing campaign, tracking lead generation and lead nurturing activities, and all other pertinent client and prospect data necessary to support our business development efforts

Qualifications

- Bachelor's degree required. MBA or other sales and marketing background is a plus.
- Minimum 5 years of successful experience in inside sales of technology consulting services in a solution, project, and/or staff augmentation environment
- Ability to leverage exceptional business acumen and subject matter expertise to effect results producing conversations with executives and other high-level client decision-makers
- Expert relationship developer, proactive communicator, diplomatic and creative problem solver, intuitive business prospector, and effective company brand marketer and representative
- High-activity sales producer capable of working cooperatively, productively, and with a high level of direct accountability to the company president and services delivery management
- Excellent, refined verbal and written communication skills
- Highly motivated with strong analytical and strategic thinking skills
- Self-starter capable of setting priorities and driving results independent of management directions
- Candidate must have excellent executive-level presentation and cross-functional teaming skills

Please send resume to:

Timothy Brands, tbrands@ibusiness-solutions.biz, 612-730-7404