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**Full Time, Remote**

# Business Development Manager

## **Company Overview**

Founded in 2010, Cultivate has evolved to become the Gifting Experts of our industry and a trusted gifting partner for our growing portfolio of Fortune 1000 clients. We believe the right amount of choice makes people happy, and our gifting options offer something for everyone. We provide Virtual and Event Gifting options with “done for you service” to help clients appreciate people online or at an event. At Cultivate, we work as one towards our core purpose of appreciating people.

After a decade of growth and success in the niche business of Event Gifting, Cultivate thrived over the last year by creating a B2B virtual gifting platform. With the addition of our new, robust solution to help clients appreciate people, Cultivate has the unique opportunity to offer a wide range of new services to our existing customers and new markets.

## **What We Need**

Reporting to the VP of Sales and Marketing, the Business Development Manager is responsible for managing all current and future accounts for Cultivate in the assigned Market.

## **What You Will Do**

- Manage current accounts to increase sales and create new accounts through strategic prospecting activities, selling both virtual and on-site gift experiences.
- Increase sales in premium/incentive market by introducing our brands and gifting solutions to corporate direct end-users, resellers, incentive houses, third party planners, as well as new markets.
- Identify and prospect in additional markets, such as HR professionals, holiday gifting, employee recognition, customer and prospect gifting, short-term sales incentives, etc.
- Develop strategic partnerships by attending, virtually or in person, customer-facing events and networking opportunities, including FAMS/Sponsorships/Road Shows.
- Perform sales analysis on all accounts to maintain an ongoing understanding of the sales process, cycle, and account needs.
- Work closely with Purchasing team on products, mixes, and programs to drive short- and long-term business.

- Effectively use HubSpot (CRM tool) for reporting, forecasting, client management, and strategic planning and selling purposes.
- Demonstrate cultural leadership by exemplifying Cultivate's Core Values in all internal and external communication and interactions.
- Demonstrate sales leadership through high performance and excellent sales technique.
- Work collaboratively with Purchasing, Accounting, Event and Customer Support departments to come to creative solutions that meet company-wide goals and objectives.
- Use resources to bring creative solutions when identifying problems or areas of opportunity.
- Additional tasks or responsibilities as needed by the Company.

### **Must Haves**

- Three plus years of sales experience
- Must be an experienced, team-oriented, highly motivated self-starter
- Skilled at managing, motivating and maximizing every sales opportunity
- Highest integrity and commitment to right/fair negotiations both internally and externally
- Excellent verbal and written communication skills
- Excellent interpersonal skills with a collaborative management style
- Effective presentation skills
- Committed to cross-departmental collaboration
- Ability to problem solve and identify areas of opportunity
- A demonstrated commitment to high professional ethical standards
- Willingness to travel up to 30%
- Proven track record of meeting sales quota in prior roles

### **Standout Skills**

- Industry experience
- Sales experience in the premium/incentive/hotel/cruise market
- Experience in a CRM Tool, particularly HubSpot

### **Compensation & Benefits:**

- Competitive compensation, including base salary, commission, and individual and team bonus based on performance
- Benefits including 401k (with 3% match) and insurance coverage

### **Physical Demands**

- Events demand physical activity requiring the ability to lift up to 50 pounds

**Vaccination Status**

- This position will require attending events - therefore, for the safety of other team members and individuals on-site, vaccination proof will be required unless prior accommodations or exceptions have been made with employer.