

Full-Time, Remote

## Business Development Manager

### Company Overview

In 2010, Cultivate introduced a better way to gift that companies and recipients could benefit from: invite people to select a gift of their choice. Since then, our team of Gifting Experts has evolved the industry and become a trusted partner for a growing portfolio of Fortune 1000 clients like IBM, Verizon, Boeing, and Charles Schwab.

After a decade of successful On-site Gifting, we launched an all-in-one Online Gifting Platform designed to help companies deliver appreciation to people's inboxes while leveraging data, tech, and savvy tools to track and measure their Return On Appreciation. Now, we have a unique opportunity to offer various gifting solutions to our existing clients, new markets, and the \$240B+ corporate gifting industry in the United States.

As we head into our next decade of growth, Cultivate is recruiting across multiple teams and looking for innovative people to join our team and start-up environment that's backed by 12+ years of success. If you want to put your skills and talents to use, helping companies create meaningful connections through gifting, and have the grit and determination to help further our company mission, we'd love to hear from you!

### What We Need

Cultivate is currently recruiting a full-time Business Development Manager. This role is responsible for the overall strategy and success of the assigned region and managing all current and future accounts for Cultivate in the assigned Market.

As a member of Cultivate's Sales team, this person will report directly to the Director of Sales. The ideal candidate will possess exceptional selling skills, be a strong relationship-builder, possess networking skills to expand Cultivate's business contacts, and have a proven track record of successful sales.

### What You Will Do

- Manage current accounts to increase sales and cultivate new business by focusing on high-priority program business and key accounts with multiple programs
- Increase sales in the premium/incentive market by introducing our brands and experiences to corporate direct clients, resellers, incentive houses, and third-party planners
- Attend all customer-facing events in the territory, including customer networking events, industry events, and other programs that offer an opportunity to demonstrate our beliefs in appreciation with prospects and customers
- Work closely with the Sourcing and Merchandising team to develop creative proposals that serve client needs
- Effectively use HubSpot (CRM tool) for reporting, sales forecasting, strategic planning purposes, task management, and management of all activities
- Assist the Director of Sales in the creation of the sales strategy of the assigned region and ensure the implementation of the strategy
- 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 techniques

### Must Haves

- At least 3+ years of sales experience in the premium/incentive/hotel/cruise market
- At least 2+ years of experience in creating and managing a territory expense budget
- 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 work-ethic
- Effective presentation skills
- Committed to cross-departmental collaboration
- A demonstrated commitment to high professional, ethical standards
- Ability to problem solve and identify areas of opportunity
- A willingness to travel up to 30%.

### Standout Skills

- Experience in a CRM Tool, particularly HubSpot
- Creative and innovative thinking to identify new business opportunities and differentiate the company in the market
- A focus on achieving measurable results and meeting or exceeding sales targets

### Compensation and Benefits

- Annual salary of \$85k - \$125k, which includes base salary and potential commission
- Benefits include:
  - o 401k Plan with a 4% employer match
  - o Insurance plans (health, vision, and dental)
  - o Employer contribution of \$250 to medical premium
  - o Employee Assistance Program
  - o Paid time off, including seasonal half-day Fridays

- o 9 paid holidays per year, including a floating holiday
- o Employee recognition programs
- o Referral bonus opportunities