

Cultivate

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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 14+ 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 accounts 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. We are searching for a motivated and results-driven individual to drive sales growth. 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 goal attainment and a strategic mindset.

What You Will Do

- Identify and target potential clients through various channels, including research, cold calls, face-to-face meetings, social media, and industry events
- Develop and implement sales strategies to meet and exceed sales targets
- Qualify prospects against company criteria for ideal clients and sales
- Consult with prospects about business challenges and requirements, as well as the range of options and cost benefits of each
- Create compelling presentations to stakeholders and decision-makers
- Maintain a high level of relevant knowledge in order to have meaningful conversations with prospects
- Manage current accounts to increase sales and cultivate new business by focusing on high-priority business and key accounts
- Increase sales in the hospitality/incentive market by introducing our brands and experiences to corporate direct clients, resellers, incentive houses, and third-party planners
- Drive the entire sales cycle from initial client engagement to closed sales
- Develop and maintain territory plans which outline how sales targets will be met on an ongoing basis
- 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 clients
- Work closely with internal teams 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
- Provide forecasts on best case and most likely sales volumes over relevant time periods
- Assist the Director of Sales in the creation and implementation of the sales 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

- A minimum of three years of sales experience in the hospitality/incentive/hotel or similar industries
- A minimum of two years of experience in creating and managing an account base and target vertical/territory
- Proven experience meeting and exceeding sales targets
- Experience in a CRM Tool, particularly HubSpot
- A focus on achieving measurable results and meeting or exceeding sales targets
- Creative and innovative thinking to identify new business opportunities and differentiate the company in the market
- Must be an experienced, team-oriented, highly motivated self-starter
- Skilled at managing, motivating, and maximizing every sales opportunity
- 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

- Industry experience selling to the financial vertical with experience engaging with high-caliber clients in specialized industries, demonstrating a deep understanding of their unique needs and challenges
- Experience selling both on-site events and software solutions

Compensation and Benefits

- Overall package range of \$85k - \$125k, which includes base salary, commission, and potential bonuses. The compensation package for this position is competitive and will be adjusted based on the candidate's skills, experience, and qualifications.
- 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