

Cultivate

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Full-Time, Remote

Business Development Associate

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 46% of the Fortune 100, 31% of the Fortune 500, and hundreds of small and medium-sized businesses across the US.

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 a variety of gifting solutions to our existing clients, new markets, and the \$240B+ corporate gifting industry in the US.

As we head into our next decade of growth, Cultivate is recruiting across multiple teams and looking for innovative people to join our team, backed by 14+ years of success. If you want to use your skills and talents to help 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 Associate. This role will assist the Sales team with prospecting new clients as well as working with inbound business for clients with small programs. This is an entry-level sales position and is ideal for an individual who is looking to accelerate their sales career in an exciting industry. As a member of Cultivate's Sales team, this position will report directly to the Director of Sales.

What You Will Do

- Assist the Sales Team in increasing sales by focusing on client needs and delivering excellent customer service.
- Work with Business Development Managers to strategize and analyze territory leads.
- Pull reports from HubSpot to identify trends and data.
- Lead initial outreach to prospective clients.
- Prospect through outreach such as cold calling and digital marketing (email, social, and more).
- Effectively manage and vet inbound leads.
- Attend some customer-facing events in territory FAMS/Sponsorships/Road Shows.
- Partner with the Marketing Team to craft client email communications and create campaigns around industry events.
- Collaborate with the Sourcing & Merchandising Team to create proposals.
- Actively conduct research within the competitive landscape and identify opportunities.
- Maintain and update data within Cultivate's CRM tool, Hubspot.

Must Haves

- A bachelor's degree is preferred.
- Previous sales experience of at least one year is preferred.
- Understanding sales funnels and basic sales techniques.
- Must be an experienced, team-oriented, highly motivated self-starter.
- Highest integrity and commitment to right/fair negotiations both internally and externally.
- High level of professionalism.
- Ability to effectively speak with and in front of clients.
- Excellent verbal and written communication skills.
- Excellent interpersonal skills with a collaborative work style.
- Effective presentation skills.
- Committed to cross-departmental collaboration.
- Ability to problem solve and identify areas of opportunity.
- A willingness to travel up to 15%.

Standout Skills

- Familiarity with HubSpot preferred

Compensation and Benefits

- Annual salary of \$40k - \$45k, depending upon experience
- Commission and bonuses based on performance
- 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
 - o Seasonal half-day Fridays

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