

United States Jobs Expertini®

Business Development Associate

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Company: Genesis Consulting Partners, LLC

Location: Washington

Category: other-general

We are seeking a highly motivated Business Development Associate to join our dynamic sales team. The primary focus of this role will be on lead generation, business development, account management, pipeline management, and proposal support. The Business Development Associate will be crucial in driving revenue growth by identifying new business opportunities, nurturing relationships with potential clients, and supporting the sales process from lead generation to proposal submission. Responsibilities: Lead Generation: Conduct research to identify potential leads and prospects within target industries and markets. Utilize various channels such as cold calling, email outreach, social media, and networking events to generate leads. Qualify leads based on predefined criteria and prioritize them for further engagement. Business Development: Develop and maintain relationships with prospects through regular communication and follow-ups. Understand client needs and pain points to effectively position our products/services as solutions. Build relationships with channel partners and software partners to build go-to-market strategies and develop joint pipeline opportunities. Collaborate with the sales team to develop strategies for penetrating new markets and acquiring new customers. Account Management: Serve as the primary point of contact for potential/existing clients, ensuring high levels of customer satisfaction and support. Proactively identify opportunities to upsell or cross-sell additional products/services to existing clients. Identify and communicate to team members any potential client issues or concerns in a timely and professional manner to maintain strong client relationships. Pipeline Management: Manage and maintain a robust sales pipeline, tracking all relevant activities and interactions with prospects and clients. Provide regular updates on pipeline

status, including forecasts and projections, to sales leadership. Identify bottlenecks or areas for improvement in the sales process and recommend solutions for optimization. Proposal Support: Assist in the preparation and customization of proposals, presentations, and other sales materials for prospective clients. Coordinate with internal teams such as marketing, product development, and finance to gather necessary information for proposals. Ensure that proposals are aligned with client requirements and reflect the value proposition of our products/services effectively. Requirements Experience Requirements: Bachelor's degree in Business Administration, Marketing, or a related field. Relevant experience in inside sales, lead generation, or business development roles. Strong communication and interpersonal skills, with the ability to engage with clients effectively. Excellent organizational and time management abilities, with a keen attention to detail. Demonstrated ability to work independently and as part of a team in a fast-paced environment. Experience with software solutions such as SAP, SAP S/4HANA, and SAP Concur is a plus. Proficiency in CRM software (e.g., Zoho CRM, Salesforce, HubSpot) and Microsoft Office Suite. Prior experience in proposal preparation or sales support is a plus. The Business Development Associate role offers an exciting opportunity for individuals who are passionate about sales, interested in learning about technology and innovation, and the consulting business, and eager to contribute to the growth and success of our organization. If you possess the required skills and qualifications, we encourage you to apply and become part of our dynamic team.

Experience Requirements: · Bachelor's degree in Business Administration, Marketing, or a related field. · Relevant experience in inside sales, lead generation, or business development roles. · Strong communication and interpersonal skills, with the ability to engage with clients effectively. · Excellent organizational and time management abilities, with a keen attention to detail. · Demonstrated ability to work independently and as part of a team in a fast-paced environment. · Experience with software solutions such as SAP, SAP S/4HANA, and SAP Concur is a plus. · Proficiency in CRM software (e.g., Zoho CRM, Salesforce, HubSpot) and Microsoft Office Suite. · Prior experience in proposal preparation or sales support is a plus. The Business Development Associate role offers an exciting opportunity for individuals who are passionate about sales, interested in learning about technology and innovation, and the consulting business, and eager to contribute to the growth and success of our

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