



## **BUSINESS DEVELOPMENT MANAGER - LAWN & GARDEN**

**POSITION SUMMARY:** The primary role of the Business Development Manager is to obtain new business in the Lawn & Garden Industry for GI Plastek by locating, developing, defining, negotiating and closing business relationships in the Southeast region of the United States. This position reports to the Vice President of Sales & Business Development

### **RESPONSIBILITIES:**

- Identify potential customers utilizing various contacts, organizations, networking, research, and by participating at appropriate trade shows and conferences
- Develop strong working relationships with prospective customers.
- Identify specific opportunities and manage these through new business award.
- Develop a sales plan for targeted accounts.
- Input and manage data in a CRM system to ensure that it is up-to-date.
- Work with the Vice President of Sales to identify marketing needs and methods to reach out to perspective customers.
- Attend industry functions such as trade shows and association events to gain insight on market trends, develop industry expertise build the GI Plastek brand within the marketplace.
- Work with the Vice President of Sales to develop and update sales forecasts and the strategic plan.
- Provide assessment of competitors and competing technologies on an ongoing basis.

### **REQUIREMENTS:**

- Bachelor's degree from an accredited institution is required.
- Minimum 3-years Sales or Business Development experience required.
- Ability to travel domestically on a regular basis including multi-night trips
- Direct sales / business development experience.
- Proven ability to meet sales goals.
- Strong problem solving skills.
- Report writing and presentation skills.
- Strong MS Word, Excel and PowerPoint skills.
- Professional and positive approach
- Self- motivated
- Strong communication skills and comfortable communicating at all levels.
- Team Player, yet able to work on own initiative.
- Plastics manufacturing industry experience desired.
- Candidates currently residing in the Southeast preferred. Relocation is not offered for this position.

**QUALIFICATION REQUIREMENTS:** To perform this job successfully, candidate must be able to perform job responsibilities satisfactorily. The requirements listed are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made for individuals with disabilities.