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## **JOB DESCRIPTION**

**Title: Business Development Associate (Golf Division)**

**Reports to: National Sales Coordinator**

**Position Summary:**

The Business Development Associate is a sales support initiative primarily responsible for driving incremental sales for underdeveloped accounts as well as prospecting new accounts. The role is based internally with opportunities for external infield sales activations which includes supporting customer presentations within North America.

In addition, this individual is responsible for following up on assigned leads and maintaining relationships with existing accounts. The focus is on retaining and growing revenue within a designated book of business.

This individual will work as a direct liaison between the National Sales Coordinator and their respective representatives to support pre assigned inside sales territories to execute upon all aspects of incremental sales growth.

This person possesses excellent communication, presentation, and sales skills. They can work independently or collaboratively, adapting to any situation, while assessing customer needs to offer appropriate solutions.

This position is evaluated based on key performance metrics such as sales targets, new account acquisitions, business ventures, presentation skills, and the retrieval of lost account business.



### **Primary Duties:**

- Seek and secure new account acquisitions
- Develop lost and inactive account business
- Manage accounts within an appointed book of business
- Seek opportunities to expand sales
- Achieve assigned monthly, quarterly, yearly sales performance metrics
- Maintain and manage an up-to-date territory sales call log
- Manage account requests and general correspondence requirements including preparing quotes, custom catalogs, inventory inquiries, sample orders, order confirmations, production status updates, etc.
- Master and be able to present the product line, decoration treatment options and sales programs to accounts in an engaging informative manner
- Support Sales Representatives within preassigned territories
- Follow up on daily assigned leads in a timely manner

*Duties are not limited to the above and may be revised as deemed necessary by the National Sales Coordinator from time to time*

### **Qualification & Skills**

- Minimum 1 year of golf industry experience
- Excellent customer service and communication skills
- Well-organized with a strong attention to detail
- Strong work ethic with the ability to work effectively independently, and with others
- Sound judgment in practical matters
- Proficient with Microsoft Office

### **Employment**

- Full-time permanent

### **Compensation & Benefits**

- Salary commensurate with experience and education
- Bonus Program based on internal sales thresholds, execution and achievement
- Potential hybrid work schedule once (3) month probation passed
- Company Benefit Program once (3) month probation passed
- Expenses for company related travel