

<b>Job Title:</b>	<b>Sales &amp; Business Development Manager</b>	September 20, 2021	
<b>Division/ Department:</b>	Gould & Goodrich		
<b>Home Location:</b>	Lillington, NC	<b>Work Location(s):</b>	Lillington, NC
<b>Reports to:</b>	President		
<b>Employee Status:</b>	Type of position: Full-time	Hours: <u>40</u> per week	Employee Status: Salary Exempt

**SUMMARY**

The Sales and Business Development Manager oversees the business development strategy for the company and ensures sales goals are met. In this role, you develop and implement G & G’s growth and development objectives including new vendor and customer relationships. This position will focus on growing and developing our customer base within the United States.

**ESSENTIAL DUTIES AND ACCOUNTABILITIES**

1. Works both independently and with the Sales Team to identify opportunities aligned with strategic goals
2. Support product development efforts based on real time input from current end user base and distribution network.
3. Follow up new business opportunities and set up customer meetings, develop and deliver presentations to communicate products to prospective clients, oversee development of marketing literature, and contribute to business capture activities and sales proposals
4. Acts as the primary contact with the highly visible and/or strategic prospects and establishes personal long-term relationships with customers
5. Detailed forecasting and reporting on the sales pipeline
6. Provide input to improve marketing materials and coordinate on lead generation
7. Attend client meetings, industry trade shows and events (travel is up to 50% of the time)
8. Develop industry relationships and partnerships for referral leads
9. Accountable to achieve sales targets/forecasts to meet company goals as agreed with the CEO
10. Develops relationships with key decision makers to profitably grow the company sales and revenue
11. Track and record all sales activity on current and potential customer opportunities and the maintenance of accurate records
12. Leverage all the available sources of information to develop business strategies and generate sales

**QUALIFICATIONS**

- Bachelor’s Degree and 5+ years of relevant experience (in absence of a degree, 10 years of relevant experience are required)
- Demonstrable sales success through prospecting and growing revenue in large accounts
- Adjusts quickly to changing priorities and conditions. Copes effectively with complexity and changes
- Experience in planning and implementing sales strategies
- Experience in customer relationship management
  - Ability to travel up to 50% of the time
  - Strong organization and follow up skills
  - Excellent communication (verbal and writing) presentation and negotiation skills
  - Firearms experience; instruction a plus
  - Prior L.E. and/ or military experience a plus
  - Prior experience with government sales a plus
  - Proficient in MS Office Products

**PHYSICAL DEMANDS**

- Must be able to perform standard office functions.
- Requires sitting and standing for prolonged periods of time on a regular basis.
- Requires bending, stooping, pushing, pulling and lifting up to 20 lbs. unassisted.
- Requires moving quickly around all areas of the facility.

<b>REVIEWED BY:</b>		<b>TITLE:</b>	
<b>APPROVED BY:</b>		<b>TITLE:</b>	
<b>HR APPROVAL:</b>		<b>TITLE:</b>	

By signing this job description, I confirm that I have read and understood the responsibilities and expectations required to perform this position.

**EMPLOYEE SIGNATURE:** \_\_\_\_\_ **DATE:** \_\_\_\_\_