



BUSINESS DEVELOPMENT PROFESSIONAL

SPIA Media Group (SPIA) is a one-stop creative marketing agency that develops effective marketing strategies and the communication tools to implement them. SPIA delivers innovative solutions through both “new” and traditional media for advertising, promotions, corporate/brand identity, product introductions, experiential selling, market analysis, customer relations, internal presentations, and more. From an entire marketing portfolio to project specific collateral, SPIA provides top-notch client focused service at reasonable pricing.

Our culture is creative, inventive, fun, and challenging. We like a relaxed atmosphere but never forget that we are a professional agency that respects and values our team and our clients. We always get the job done; on time, on budget.

A SPIA Business Development Professional is expected to generate new business and foster it to long term relationships with continued growth potential. Attention to detail, strong listening and communication skills, polite persuasiveness, integrity, independent thinking, team participation, and follow-through are essential.

Responsibilities:

- Identify and prospect new sales leads in SPIA's target market
- Match SPIA's skill set to client's needs and objectives
- Participate in generating proposals
- Close qualified sales opportunities
- Report on weekly activity, sales prospects, and revenue forecast
- Maintain contact database
- Meet or exceed determined sales goals on a monthly and quarterly basis
- Contribute to the creation of new products, services, and sales strategies
- Monitor customer satisfaction
- Conduct annual reviews with clients to forecast coming year's needs

Requirements:

- A serious daily commitment to sell
- Proficient in making cold calls, networking, and attaining new clients
- Accomplished at overcoming objections, closing sales, and up-selling
- Excellent communication and interpersonal skills
- Self motivation and ability to undertake new challenges
- Professional appearance and positive demeanor at all times
- Computer/Internet/technology literacy
- Proven B2B sales experience within a similar environment is a big plus
- Experience with marketing strategy, graphic design, graphics programs, and print and interactive media development processes is a big plus but not necessary

Travel:

Local travel to clients within the assigned territory

Compensation:

Total compensation exceeding \$80K upon reaching expected revenue targets

Interested applicants may send their resume and cover letter to: spiamg@gmail.com – no phone inquiries.