

Business Development Manager – Ref# 0002A

Job Description:

Working closely with and reporting directly to the VP of sales and marketing, the incumbent will be responsible for creating sales opportunities, and selling to a targeted professional market by creating awareness and interest in LMI's Sensors That See™ products. Through consultative sales and individual needs assessment, the goal will be to focus on increasing sales with existing accounts and developing new accounts.

Responsibilities:

- Maintaining strong customer relationships with existing OEM accounts and potential new ones
- Proactive account management including ongoing customer post-sales account development
- Generating opportunities through relationship building and direct sales
- Establishing relationships with professional associations, strategic selling business partners and OEM's to promote product lines
- Evaluating current trends, competitive activity, economic factors and changes in the market segments in your vertical and translate that knowledge into definitive and actionable plans and forecasts to build profitable growth - Act as primary liaison to management for key initiatives / strategies and pro-actively inform them on significant changes to and performance against strategy for the market segments and channels for which you are responsible
- Developing and maintaining relationships with key business agents, sales channel partners and industry contacts to support brand growth
- Identifying and acting on new or existing business / channel threats and opportunities
- Meet and exceed assigned sales quotas
- Identify, penetrate and develop new vertical markets
- Work independently with channel partners and customers to develop unique sales and marketing programs from the ground up to drive incremental sales within accounts
- Develop sales strategies, techniques and tactics
- Travel to existing and potential clients to develop current and new accounts



Qualifications:

- Post secondary degree / diploma or business experience equivalent is required
- more than 5 years of industry related or specific experience is required
- A technical background or an ability to understand various technologies and how they all interrelate is a must to succeed in this role
- Ability to address customer concerns and feedback using a consultative approach
- Proven experience selling technology products and services to the OEM market
- Proven ability to grow sales and establish new channels
- Excellent verbal and written communication skills
- Self-motivated, results driven and maintain outstanding composure
- Solid understanding of the wood industry and of technology, computer hardware / software and networking applications that exist in this environment.

