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| Job Title: Business Development Executive-New Industries | | | Region US |
| Dept. Sector Analysis | | | Written By Janet Tracy |
| Date Created September 2017 | Review Date | Reviewed By | |
| Position in Organisation <ul style="list-style-type: none"> • Reports To: Director of Business Development-New Industries • Directly Supervises: None • Indirectly Supervises: Business Development Associate | | | |
| Main Purpose of Job <p>The Business Development Executive is responsible for driving performance data participation and revenue in STR’s Self Storage Program. They are tasked with building strong and trusting relationships with self storage operators, raising awareness of our products within an assigned territory, educating operators on the value of our products, significantly increasing the number of properties participating as data providers, and selling subscription-based data services. This position will interact with a wide variety of industry executives such as self storage owners and operators, third party management companies, and industry organizations.</p> <p>The Executive will serve as the primary contact in an assigned territory with our customers and supporting partnerships. The Executive will work to build out data participation among “Top Companies” and large operators. Successful Executives should have experience targeting executives, upper management, and key people within the organization. As we approach markets, the Executive will build out initial portfolio of data participants with a primary focus on “Top Companies” and large operators. Additional business development team members will be brought in to build out the small and independent operators’ client base within a given market.</p> <p>Additionally, the Executive will manage the daily needs of the account and conduct quarterly business reviews to identify business development opportunities, provide support, and assess overall client satisfaction.</p> <p>This role requires exceptional customer service skills, business acumen, problem-solving abilities, and the ability to operate with tact and a high level of emotional intelligence. This position requires a professional individual with a proven track-record of outbound client relationship building and ongoing account management. The ideal candidate will be flexible, proactive, and have the discipline to work independently as well as part of a team.</p> <p>The Business Development Executive will have close working relationships with the other Business Development Team members in the US and globally. This role will be based out of our Hendersonville headquarters. Regular travel required, up to 60%.</p> | | | |

Key Responsibilities and Accountabilities

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| <ul style="list-style-type: none"> • Autonomously manage the entire business development process (individual territory planning, prospect pipeline, sales goals, which include both revenue and data participation targets). • Maintain database (Salesforce.com) to track pipeline, KPIs, and activity progress. • Ensure client feedback is accurately captured and efficiently communicated back into the business. • Conduct quarterly business reviews with existing clients. Identifies revenue opportunities, and new product opportunities or enhancements, within client organization. • Nurture STR clients regarding the use of their purchased solutions and the value derived. • Conduct key client meetings, and attend conferences and industry events. Willingness and interest in presenting |
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This job description is full but not exhaustive and the job holder will be required to undertake other activities as reasonably required by the Company

Business Development Executive-New Industries

STR data at select conferences.

- Maintain knowledge of industry trends, competitors, and new sales strategies.
- Ability to understand an industry from an operator's point of view.
- Excellent organizational abilities.
- Excellent verbal and written communication skills, including professional phone and email skills.
- Ability to handle confidential material in a highly reliable manner
- Ability to build strong relationships with clients based on trust.
- Ability to multi-task and prioritize workload in a fast-paced environment.
- In-depth knowledge of all STR products in both self storage and hotels.

Team Accountability

- Keep current with market and industry developments and changes.
- Attend training as required and actively seek to continually enhance understanding of STR products and value proposition.
- Attend marketing events, team meetings, kick off meetings and functions as required.
- Adhere to all STR processes and policies and maintain customer confidentiality.
- Ensure STR brand and corporate values are evident to the customer at all times.
- Understand and adhere to the STR Mission, Vision and Values.

Core Competencies

| Competency | Knowledge |
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| Industry Knowledge | Comprehensive understanding of all STR products and services, with a focus on self storage, and how clients use our products and services. Knowledge of business research methods, from data evaluation to market research. Continuous professional development in the self storage industry. Networks with key contacts outside STR to become an industry expert. |
| STR Knowledge | Strong understanding of the STR business model, track record and history in hotels and value that STR provides to clients. |
| Customer Focus | Ability to interact and communicate with individuals at all levels of organization. Provide strong customer service including solving problems, complaints, feedback, and questions. Strategic in managing and building new and existing client relationships. Strong interpersonal skills to handle sensitive situations and confidential information. |
| People Skills | Position continually requires demonstrated poise, tact, diplomacy, and good judgment. Ability to build strong relationships with executive level employees. |
| Adaptability | Help to maintain and grow the business development process and internal operations that support all business development activities. |
| Delivers Results | Develop and maintain a master schedule for all business development initiatives and be flexible to adjust strategy to meet results. |

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Qualifications & Experience

| Essential | Description |
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| Territory Planning | Create and execute strategic outreach plans, prospecting, self-lead generation activities. |
| Territory Execution | Manage post-sales meeting follow up: data collection & follow up calls. |
| Outbound Sales | Has at least five years' experience in a related role, or five year track record of successful consultative sales. |
| Education | Four year college degree or equivalent. |
| Software | Strong proficiency with Microsoft Office Suite. |
| Industry Knowledge | Commercial real estate experience. |
| Sales Training | Professional sales methodology training. |
| CRM Knowledge | Knowledge of sales management software, Salesforce preferred. |