

# BUSINESS DEVELOPMENT MANAGER

## OBJECTIVE

Achieve assigned quarterly sales quotas and close sales within schedule.

## WHAT WE ARE LOOKING FOR

A self-starting, highly motivated people-person with their finger on the pulse of entertainment technology markets to engage the right clients for Visional's sales objectives, both short and long term. Capable of discovering and engaging new business opportunities, the Business Development Manager is key in customer relationships as a brand ambassador and client advocate. The ideal candidate has diverse experience selling and promoting within all five pillars of Visional's structure – creative, production, experiential, environmental, and virtual – and a unique ability to multitask in a fast-paced office and production environment. Especially tuned in to emerging trends and technology, the Business Development Manager is well-rounded in all aspects of the event, including creative, technical, and presentation, and can anticipate the client needs in advance, establishing a world-class customer experience with the Visional brand.

## MORE ABOUT VISIONAL

Visional is a multidisciplinary creative engineering agency known for building unforgettable experiences for industry-defining brands. Founded in 2014 by Kyle Means and Jim Steurnagel, Visional has become a leader in the experiential space by combining cutting-edge visual technology, a deep understanding of design, and years of expertise. Visional specializes in creative design and direction, live production, virtual engagements, interactive experiences, immersive environmental installations, and full-service project management.

Visional's mission is simple: Be nice. Do good work. We're friendly, energetic, and driven to help our clients and partners develop and engineer experiences. We thrive on building relationships and helping organizations deliver their message through creativity, technology, and collaboration.

Visional has teams strategically placed across the US, with hubs in Atlanta, Denver, Los Angeles, and Orlando. Learn more about Visional at [wearevisional.com](http://wearevisional.com).

## MORE ABOUT YOU

- Highly motivated and target driven with a proven track record of overachieving sales quotas
- Excellent selling, negotiation, and communication skills
- Self-driven, self-starter, prioritizing, time management, and organizational skills
- Strong phone and video presence with experience managing dozens of phone and video conferences per day
- Excellent written and verbal communications skills as well as negotiation skills

- Proficiency with corporate productivity, presentation, and CRM tools
- Experience collaborating with a multidisciplinary team remotely and cooperatively
- Ability to manage priorities, respecting timelines, and critical deadlines
- Ability to manage multiple projects in parallel
- The ability to work under pressure and adapt to changes
- Comfortable working in the company office, working from home, and in the field
- Excellent technical analytical skills; A high standard of personal integrity & professionalism
- General knowledge of production, experiential, and installation industries
- Proven working experience as a business development manager, sales executive, or a relevant role
- Proven sales track record
- Ability to build rapport
- Receive feedback productively
- Valid Passport, Driver License, and ability to travel (75%)
- Ability to pass criminal background check

## **YOUR DAY-TO-DAY**

- Establish business relationships with new prospects with the goal of turning them into clients
- Maintain and expand the database of prospective client leads through cold calls and relationship-building
- Facilitate discovery communication with prospective clients to effectively sell capabilities
- Develop prospect analysis reports to analyze industry potential and identify key players, and create status reports on prospect needs, problems, interests, competitive activities, and potential for new products and services
- Participate in weekly sales meetings to review sales pipeline
- Participate in project closeout meetings to advocate for customer excellence
- Provide detailed and accurate sales forecasting
- Work with management to develop strategies that align with business development agendas
- Ability to think critically and be proactive at solving issues
- Excellent communicator to leadership
- Achieve targeted sales and profitability levels in existing markets
- Successfully penetrate new markets and channels to meet or exceed growth and profit goals
- Track sales progress utilizing established company processes
- Follow-up and obtain commitments from prospects
- Perform effective online demos and presentations to prospects
- Coordinate sales effort with team members to build sales pipeline and close deals
- Make recommendations for development of sales materials and advertising campaigns to effectively support sales needs
- Team player mentality with a strong sense of purpose within the organization
- Research and implement new target market initiatives
- Research prospective accounts in target markets

- Pursue leads and moving them through the sales cycle
- Attend conferences and industry events
- Research organizations and individuals to find new opportunities
- Increase the value of current customers while attracting new ones
- Develop quotes and proposals for clients
- Builds market position by locating, developing, defining, and closing business relationships
- Locate or proposes potential business deals by contacting potential partners
- Discover and explores business opportunities
- Examine risks and potentials for the business opportunities
- Estimate partners' needs and goals
- Protect organization's value by keeping information confidential
- Enhance organization's reputation by accepting ownership for accomplishing new and different requests
- Explore opportunities to add value to job accomplishments
- Prepare sales contracts ensuring adherence to law-established rules and guidelines
- Provide trustworthy feedback and after-sales support

## **OUR OFFER TO YOU**

- Base Salary
- Medical Insurance Plan
- Dental Insurance Plan
- Vision Insurance Plan
- Remote Work Flexibility
- 401K with matching contribution
- Profit Sharing Program
- Skills development activities and opportunities for career advancement
- Professional Development Reimbursement Program
- Personal Enrichment Program
- Work environment conducive to personal health and well-being

Those interested should send an e-mail with CV and letter of interest to [careers@wearevisional.com](mailto:careers@wearevisional.com).

Requisition # 21-020  
Availability Full Time  
Location Atlanta, GA  
Denver, CO  
Orlando, FL  
Los Angeles, CA