



Great Place to Work® Institute

Position Description: Business Development Advisor (NYC-based)

Great Place to Work® Institute is a research and management consultancy based in the US that has been identifying and advising great workplaces around the world for 25+ years. Every year since 1998, we have produced the FORTUNE 100 Best Companies to Work For® list that appears in one of the magazine's best selling annual issues. Based on learning from our work with best companies, Great Place to Work® Institute also provides comprehensive consulting services that help companies assess, benchmark, take action, and positively impact the employee experience in their organization.

Position Summary

We are looking for someone passionate about sales and building strong client relationships. The goal of this position is to help drive the Institute's comprehensive culture assessment sales (employee survey, culture audit, action planning, manager training, etc.), Best Companies list participation goals, execute and lead sales campaigns, and deliver on sales targets by representing the entire Great Place to Work® product suite to current and prospective clients. A minor portion of this position will also be dedicated to internal projects as needed and occasional opportunities to deliver and/ or shadow consulting engagements to support the larger client services team and build and maintain intimate knowledge of our products and services suite.

Key Responsibilities

Business Development / Sales

- Design, implement and lead sales campaigns by proactively initiating and maintaining client contact via phone, email and in-person meetings
- Lead sales calls, scope projects and partner with delivery team members to gain commitment and close business
- Understand the client's specific needs and situation and propose custom recommendations to best support client culture transformation efforts
- Develop presentations for sales meetings/calls; coordinate with client services delivery team to complete presentations when necessary; pro-actively partner with consultants and project managers on pitch and presentations when needed
- Partner with delivery team leaders to understand capacity and staffing structure and confirm timing of delivery for new clients
- Share best practices with the team for scoping and closing profitable projects
- Provide frequent updates to the team on the feedback learned during calls with leads about why clients are choosing to and not to work with us (pricing issues, product issues, timing issues, technology, etc.)

Operations

- Document ALL sales interactions in salesforce.com
- Document all notes related to feedback from current and prospective clients and ensure that key stakeholders receive that information
 - People managers receive feedback on team members for performance reviews
 - Product Development Management team receives feedback on value of products and services
 - Business Development team receives feedback on proposal, pricing and bundling



- Client Delivery team receives feedback on timing issues and opportunities identified by clients for process improvements
- Respond to internal and external emails in a timely manner

Client Management

- For all clients, and with project delivery team, schedule and conduct a post project call to debrief what worked well and what needs improvement; document and share all information gathered
- Contact clients periodically after their projects are completed to maintain strong relationships, understand how their needs are evolving and identify opportunities for future partnerships

Client Delivery

- As needed and based on availability and interest, support on client analysis and/or deliver lower-touch client projects as a consultant, particularly those that can be delivered via phone or electronically

Miscellaneous

- Travel (up to 25% of the time) to client sites for sales meetings and events for relationship building/sales activities
- Support fellow Business Development team members and Institute-wide team members on as needed basis

Experience Requirements

- Education/Formal Training: BA or BS required, with a preference for an advanced degree in Industrial/Organizational Psychology, Organizational Development, or similar field.
- 5-7 years of professional sales experience in a professional services setting; organizational development setting preferred

Skills and Abilities Required for Success

- Demonstrated ability to take a consultative approach in selling
- Excellence in building relationships – both internally with team members and with clients
- Ability to comfortably interact and build relationships with Senior-Executives
- Solid understanding of Organizational Development work preferred
- Articulate, clear and genuine communication style; excellent communication skills
- Demonstrated leadership, teamwork and client management skills; must be team player
- Demonstrated success in managing conflicts and deadlines
- Self-starter with “can-do” and responsive attitude which inspires fellow team members toward positive outcomes; flexible and solutions-oriented
- Detail and quality oriented
- Proven organizational skills and ability to prioritize and manage multiple tasks across simultaneous projects
- Expert in Microsoft Word, Excel, PowerPoint
- Proficient in salesforce.com or similar CRM. Desire and willingness to learn new applications
- High energy and sense of humor

Application/ Contact Information

If interested, please send your resume as a Word attachment to dmanuel@greatplacetowork.com
