



## **Business Development Director Job Description Apache Junction Chamber of Commerce**

### *General Position Overview:*

The Business Development Director is responsible for selling the benefits, publications, programs, and services of the Chamber to non-members and existing member firms. The objective of the BDD is to: (1) prospect and qualify leads; (2) sell new memberships to non-member firms; (3) provide ongoing service to their accounts. (4) Grow sponsorship revenues. (5) Handle all sales campaigns including but not limited to the directory, map, and website campaigns. This position reports to the President.

**STATUS:**                    **Full-Time Salary + Commission**

### **SCOPE AND RESPONSIBILITIES:**

#### **Primary / Essential Job Duties:**

- Prospect and locate qualifying leads
- Sell new memberships
- Meet monthly/quarterly/annual sales goals
- Make 50 plus cold calls per week
- Stop by 25 members business per week
- Retain existing and obtain new sponsorships
- Service existing accounts
- Save accounts requesting cancellation
- Continually seek out new revenue sources and ideas
- Perform sales campaigns for directory, map, website, and membership through to fruition including production/printing/completion.
- Prepare sales reports as requested
- Attend monthly member mixer, chamber staff meetings, membership orientation meetings and other Chamber events as assigned
- Sell existing accounts additional Chamber services and advertising as well as promote special events
- Keep accurate and timely records of activity
- Sell the yearly Map program
- Other duties as assigned



## REQUIRED PRODUCTION AND COMPENSATION:

- Required Production
  - BDD will operate on a 90-day review period. During that time, the President/CEO will determine production levels.
  - After the review period, it is required that a BDD produce a minimum of 5 new members per month plus sponsorships.
  - Sales Campaigns will have established goals with weekly goals depending on the campaign, budget and history of the project.
  - Performance appraisals will be conducted as needed during the review period and at least annually thereafter. Continued employment with the Chamber is dependent upon satisfactorily meeting the required production levels.
  
- Rough estimate of percentages of time spent on each activity annually are:
  - Directory, Map, and Web advertising sales 50%
  - New member/sponsorship development 30%
  - Meetings and office activities 10%
  - Retention work 5%
  - Networking and events 5%
  
- Commission
  - Commissions and sales quota will be counted monthly (normally from the 1st through the last day of the month). Commissions are paid once a month in the first paycheck of the following month. Commission reports are to be turned in by the 5th of each month to the President/CEO. Commissions will be paid upon receipt of full payment of the billable product, service or advertisement.
  
- Definition of Compensation
  - Base Salary TBA with a minimum of 40 hours per week. 15% commission on all new memberships.
  - 15% non-dues revenue generated through advertising map sales and sponsorships
  - No commission on membership renewal but after 90 days of nonpayment you will receive 10% commission if the membership renews with your help.
  - Unlimited vehicle mileage reimbursement at federally determined level, please manage your mileage efficiently.



## **POLICY CLARIFICATION:**

- The Chamber does not usually engage in membership trade-outs. Any deviations from this policy must be approved by the President/CEO. No commission or credit is given on trade-outs by BDD.
- Compensation on any special promotion or occasional program established not specifically addressed in this document will be determined by the President/CEO at the time the promotion or program is developed.
- It is the responsibility of the BDD to collect on returned checks for new and renewing accounts. Any commission or bonus paid on returned checks will be charged back to the individual BDD and adjusted from the next commission report.
- The commission on any new or recently renewed accounts which request dues reimbursement (90-day money back or other problem) will be charged back to the BDD and adjusted from the next commission report.
- Memberships are to be sold on an equity basis. It is the responsibility of BDD to collect dues based on number of employees or specific category as defined on the membership application.
- Membership applications and checks are to be turned in when received and not held for future commission periods or quarters.

## **PROSPECTS AND SALES LEADS:**

- Data entry of prospects and maintenance of files are required in Prospect Files in a timely manner. All reports will be provided on a weekly/monthly basis at staff meetings or submitted electronically in the case that staff meetings are cancelled.
- Prospects may remain in the Prospect File for a maximum of one year if documented personal or phone contacts have been made. The BDD will meet with the President/CEO to review status of accounts as requested. No limit will be placed on the number of prospects maintained in the Prospect File if personal contact is made. Documented personal visits or phone contacts should be made every 90 days. Lack of contact allows forfeiture to another staff or Board member, as determined by the President/CEO.
- While the BDD are responsible for their own prospecting and lead generation, there may be membership leads which are also assigned at the discretion of the President/CEO including staff leads, walk-ins, phone calls and Board members.
- The BDD may be assigned periodicals, lists or committees as directed by the President/CEO
- Other special programs or promotions that generate leads, including purchasing lists will be awarded to BDD and/or to staff as determined by the President/CEO.



## QUALIFICATIONS:

A qualified candidate will hold a bachelor's degree in any discipline or least five years' experience in B2B sales and at least one year of sales management experience OR any combination of education and experience to meet this requirement. Said candidate must have excellent communications skills, both written and verbal.

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills aptitudes and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an "at will" relationship."

### Physical Demands and Work Environment

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions.

While performing the duties of this position, the employee is regularly required to talk or hear. The employee frequently is required to use hands or finger, handle, or feel objects, tools or controls. The employee is occasionally required to stand; walk; sit; reach with hands and arms; climb or balance; and stoop, kneel, crouch, or crawl.

The employee must occasionally lift and/or move up to 35 pounds. Specific vision abilities required by this position include close vision, distance vision, color vision, peripheral vision, and the ability to adjust focus.

The noise level in the work environment is usually moderate.

Reviewed with employee by: \_\_\_\_\_

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Received and accepted by: \_\_\_\_\_