BUSINESS DEVELOPMENT ANALYST

We are looking for an ambitious and tenacious individual to support marketing and sales efforts of the CEO/Founder to expand the business. The focus will be on business development with the CEO in sales, client acquisition and the client onboarding process. Working with CEO on existing clients for expansion opportunities. Following up on leads and opportunities and scheduling meetings and conference calls.

Responsibilities

- Primarily responsible for understanding and maintaining Salesforce platform
- Project management of cases including:
    - Coordinate follow up communication pieces (letters, MC cards, memos) after every meeting
    - Coordinate with appropriate department on deliverables
    - Coordinate with all departments throughout the entire sales and implementation process (e.g. client on boarding, enrollment, etc.)
- Schedule meetings and conference calls with expansion opportunities and new prospects
- Debrief with producer after meetings to determine deliverables and next steps
- Follow up on all leads and opportunities
- Manage call list, identifying decision makers at each company, obtaining contact information and reaching out to leads and opportunities via phone, email, and mail to set initial meetings for producer
- Review and understand CEO calendar to ensure CEO is on-time and prepared for meetings
    - Research potential clients in targeted markets (i.e., no meeting set but clients is in location where another meeting will occur)
    - Research prospects prior to meetings
    - Finalize materials presented and understand format for presentation
- Follow the latest industry developments and stay up-to-date on competitors
- Become a student of the business; gain an understanding of the target market by strategy and moreover, which strategies are most appropriate given a particular corporate fact pattern
- Understand the complexities of the strategic corporate sales process and all of the buying influences
- Work on ad-hoc projects as requested
- Assist with internal marketing efforts
- Assist marketing department with leads lists, email campaigns and materials

Qualifications

Education and Experience

- College degree or experience (Business or Finance preferred)
- Prior business development role or sales support role

Skills

- Strong attention to detail and follow-up propensity
- Strong proficiency in verbal and written communication skills (e.g. ability to ask the right questions)
- Ability to work autonomously and perform well under pressure
- Strong organizational skills and ability to prioritize many tasks
- Salesforce.com, Microsoft Office Products

- Professional style and approach

Mezrah Consulting Culture

- **Fun:** At the core of everything we do
- **Honesty:** Open and honest communication is paramount and valued
- **Integrity:** We stand behind our commitments to our employees and clients alike
- **Innovation:** We embrace change and are always thinking with a vision toward the future, creating new strategies and simplifying complex ideas
- **Focus:** Growing business by growing our people