



STRATEGIC  
TECHNOLOGY  
SOLUTIONS

## BUSINESS DEVELOPMENT EXECUTIVE



### Job Summary/Objective

The (BDE) position has a primary focus on outbound sales activity and strategy. Lead generation, developing new opportunities that consistently fill the sales pipeline and securing new clients will be the main responsibility. The BDE will uncover pain points, challenges, and opportunities to identify interested prospects. The BDE will utilize their understanding of STS's Managed IT Services, Cloud, & Cybersecurity Solutions with interested prospects to further them along the sales process from initial interest to closure. The BDE must be highly organized and disciplined, as time will be spent researching and prospecting law firms, qualifying leads, developing qualified opportunities, and working with sales management and marketing to secure new clients.

The BDE will have a positive attitude and the ability to work independently in a team environment where every member is held accountable and an important part of the company's success. All BDE's will adhere to the company's core values and align themselves to the company's vision and mission.

### Duties and Responsibilities

#### PROSPECTING AND QUALIFYING

- Maintain a self-starter attitude while creating outreach strategies for new lead generation methods and report to manager on results and suggestions for improvements.
- Leveraging tools such as HubSpot, Apollo.io, and LinkedIn to research target law firms in current and new marketplaces.
- Prospecting through various activities including cold calling, email campaigns, social media, referrals, attending events, and networking to uncover potential sales leads.
- Participate in industry trade shows, events and appropriate sales, marketing, prospecting, and STS team meetings (Travel Required).
- Qualify leads by assessing prospects preliminary pain points, frustrations, needs, and interest in learning more about STS.

#### DEVELOPING AND CLOSING OPPORTUNITIES

- Owns the full sales cycle from prospecting & qualifying, through scheduling first-time and discovery appointments with qualified prospective clients, to successful deal closure.
- Work with the Business Development team to monitor and assess performance based on Key Performance Indicators, such as FTA's, qualified opportunities, proposals generated, etc., and make improvements or take corrective action as necessary.
- Differentiate STS from competitors by identifying key criteria that are important to the prospect, educating them on STS's value proposition and competitive advantages.
- Coordinate and drive a team centric sales approach (including leadership and technical resources) with strategic opportunities to further develop the relationship and to present solutions.
- Manage and facilitate qualified prospects and STS resources through the sales assessment process.
- Participate in the creation and formalization of sales process and appropriate statements of work where necessary.
- Work closely with Director of Business Development and appropriate members of STS team to deliver and present proposals, statements of work, and master services agreements to qualified opportunities to move them through the sales process to closure.

- Provide detailed and accurate sales forecast to management.
- Provide summary reports on critical sales activity KPI's.
- Collaboration with industry peers, peer groups, and marketing team to oversee new initiatives and report on execution performance.
- Research market trends to create new opportunities to expand the business.
- Achieve the monthly sales quota as outline in the compensation plan.

#### DATA MANAGEMENT AND TRACKING

- Enter all appropriate data points into HubSpot CRM and record all activities, including but not limited to new prospects, contacts, dials, conversations, first-time appointments, COI meetings, leads from marketing, and new prospects.
- Prepare for weekly business reviews to discuss sales activities, review sales pipeline and action plans, identify challenges and opportunities for growth and improvement.
- All other duties assigned by manager.

### Qualifications

- Demonstrates excellent verbal and written communication skills, including the ability to be influential and persuasive with potential prospects.
- Skilled at leveraging current law firm partnerships and developing interest and connections with new law firm prospects.
- Exceptional computer and organizational skills and the ability to follow documented checklists, policies, and procedures.
- Demonstrates professionalism, discretion, and good judgment in all interactions with co-workers, clients, and others.
- Willingness to be coachable to learn and grow, open to challenges, and adaptable to a changing and exciting company.
- Strong desire and ability to move up within a business development organization.
- Possesses an elevated level of energy and desire to be relentless at their craft.
- Proven track record of quota attainment.

### Requirements

- Demonstrates professionalism, discretion, and good judgment in all interactions with co-workers, clients, and others.
- 5+ years of Lead Generation, Prospecting, Business Development experience.
- 3-5+ years' experience selling to law firms.
- Understanding of how technology can solve critical business problems. (Detailed technical knowledge is not required)
- Experience with HubSpot CRM is beneficial.
- Experience selling Managed IT Services, software, or similar technology services.

### Physical Demand

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

- While performing the duties of this job, the employee is regularly required to sit while using their hands to control a computer or other technologies. The employee is occasionally encouraged to stand, walk, and stretch with hands and arms

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### Apply

To apply, email resume/CV to Michael Ubaldini, [mulbaldini@stspartner.com](mailto:mulbaldini@stspartner.com).