



Job Description: Director of New Business Development (Full Time) **Good Leadership Enterprises 2024**

Good Leadership is an organizational effectiveness firm, founded in 2009, that aligns teams to thrive and win together. Every day, more than 20 coaches partner with executive teams in mid-size growth companies to create better business results, faster and easier. Clients leverage our coaching processes and development programs to strengthen their links to execution, create operational assurance, and build leadership capacity around the central concept: Goodness pays.

This role will report to the CEO and will partner closely with the CEO to execute the go-to-market strategy for Good Leadership to provide coaching processes and development programs that create better business results for clients faster and easier. This is a full-time role and will require occasional travel. Benefits include paid time off and health insurance.

Required Experience:

- Bachelor's degree required
- Demonstrated analytical, strategic, and innovative thinking
- Demonstrated oral and written communication skills
- At least three years of proven results in outside sales

Objective:

The Director of Business Development is responsible for driving the revenue growth of Good Leadership by identifying, developing, and closing new direct sales opportunities, partnerships, and sponsorships in line with the Good Leadership Organizational Effectiveness Model.

Responsibilities:

- **Sales Planning:** Work with the CEO to develop and execute a comprehensive sales plan aligned with Good Leadership's Top 3 Can't Miss Priorities. Develop annual, quarterly, and monthly goals and action plans to deliver the financial goals in the sales plan.
- **Lead Development:** Create and manage a pipeline of qualified leads, prospects, and partners to fuel business growth. Target specific accounts, conduct cold calls, attend networking events, and develop accounts to generate a steady stream of sales opportunities. Assess the financial viability of potential business opportunities, including ROI analysis and revenue forecasts.
- **Sales Generation:** Develop and execute sales strategies to acquire new clients and generate revenue growth. Engage in sales activities, such as identification of new opportunities, solicitation, qualification, procurement, management, and closure of sales opportunities that actively move qualified leads to closed deals. Partner with Marketing to refine messaging and targeting to maximize prospect identification, engagement, and conversion. Coordinate the preparation of sales meetings, sales proposals, RFP (requests for proposal) responses, RFI (requests for information) responses, Options Memos, and other sales communication with prospective customers. Support Client Services in negotiating client contracts.
- **Account Development:** Conduct ongoing account development for the purpose of securing new business opportunities within serviced accounts. Manage potential risks associated with new ventures and partnerships, taking steps to mitigate such risks.



- Partnership Development: Identify, negotiate, and establish strategic partnerships, alliances, and collaborations with other businesses and organizations that support and expand Good Leadership growth.
- Market Development: Identify emerging trends, organization needs, and market opportunities favorable to expanding Good Leadership's reach and growth. Capitalize on market/industry trends by aggressively developing new business potential in those opportunities.
- Sales Reporting: Regularly report sales activity, including pipeline and opportunity tracking, sales call activity, and related information. Provide regular reports and analysis on business development efforts and sales metrics to support data-driven decision making.
- Teamwork: Support the Client Services team by sharing business development ideas, tools, and materials to use in the retention and expansion of existing client accounts.

Qualifications:

The successful candidate will possess:

- A proven track record of being results oriented in business development, sales, or a related role.
- Strong sales skills including development and execution of sales tools, processes, and approaches.
- Understanding of the Organizational Effectiveness, Human Resources, Executive Development, and related industries, markets, and competitive landscapes.
- Strong networking and relationship-building skills.
- Exceptional negotiation, communication, and interpersonal skills.
- An analytical mindset with the ability to support data-driven decisions.
- The ability to think strategically, work independently, and thrive in a team-based environment.
- The ability to adapt to a fast-paced, rapidly changing work environment.