**Briefing Document**

**In the Selection of:**

**Business Development Manager**

# **The Company**

Incorporated in 1984, X CO has spent over a quarter of a century earning a reputation as one of Canada’s premier label companies. This reputation is founded on quality first and unwavering commitment to finding innovative, cost-effective solutions, regardless of the size or scope of the jobs.

From their state-of-the-art facility in Toronto, X CO offers a comprehensive array of print technologies and proprietary innovations to national and private brands across the continent. So it’s not surprising that most of their customers are repeat customers or that referrals make up a large part of their new business. X COs customers understand that the label represents their brand’s last chance to influence a customer - to make a winning impression. X CO makes every impression count.

**The Mandate**

X CO is a respected leader in the print industry. A commitment to customer service, a forward‐thinking approach and a strong solutions‐oriented culture have allowed the company to build excellent customer relations, a committed team and solid financial results.

With strong growth and desire to drive bottom‐line performance, X CO has identified the need to recruit a talented, high‐energy sales leader who has the leadership skills and business savvy to maximize results for the company. The main priorities for this role are to achieve the assigned gross and net sales quota, and profit improvement goals for the year. In addition, this role will work with the sales teams on the strategic development of business plans that maximize the sales opportunity in each business segment and account and at the same time achieve the company goals.

The ideal candidate will have a Bachelor’s Degree in Commerce or Business Administration, with 5 + years of sales management experience. To be successful the candidate must possess a competitive spirit and outside the box mentality with the ability to coach and mentor a diverse staff.

**Why Join XCO ?**

XCO has always been at the forefront of innovation and an early adopter of new technology that has helped them maintain their leadership position in their industry.

With the current upward trajectory of the company, the Director of Sales has the potential to add significant value by allowing the organization to reach it’s goals in an accelerated fashion. XCO takes pride in the fact they are highly respected by customers, suppliers, and competitors alike. Their offices and production facility are both state-of-the-art providing an excellent environment for success.

**Position Description**

Business Development Manager

**Reports into:** President

**Direct Reports:** 2

**Location:** Toronto

**The Mandate:**

The Business Development Manager will act as a player/coach leading a team of hunters to drive new revenue growth for the organization. He/She is responsible for the direction and management of all new business development operations, including creating, measuring, reporting and coaching on sales plans. The Manager will lead through example by targeting companies both inside and outside of their traditional markets and develop and increase sales numbers.

## Key Responsibilities:

* Hire, train and mentor sales team making sales calls with the team to provide feedback to help improve on performance;
* Mining for leads and prospects and discovering new opportunities within existing accounts to close new business deals;
* Create and implement an effective sales plan to optimize sales team’s efforts to achieve sustainable sales growth in the next 3 to 5 years;
* Act as a consultative sales leader with an emphasis on building and leading a high performing team;
* Manage the use of budgets and provide detailed and accurate sales forecasting;
* Manage the sales team, operations and resources to deliver profitable growth;
* Establish targets and report on sales performance variances against targets, providing a complete and relevant root cause analysis for implementation resulting in continued sales growth.

**Candidate Profile:**

Background, Knowledge and Experience

The perfect candidate will be a strong business development professional, dedicated to his/her team and the success of the entire business. His/her ability to motivate his/her team to exceed expectations demonstrate his/her true leadership skills. Teamwork attitude and business acumen are common demonstrated behaviours. The high pace environment and hands-on culture are great opportunities for this candidate who thrives on dynamic chaos.

**In addition**

* Exceptional technical skills with a strong background and familiarity using CRM databases. Must view the use of technological tools as value-adding rather than road blocks to sales success;
* A strong background and understanding of marketing to help clients understand how to allocate their national marketing spend;
* Capable of assessing and evaluating talent within the organization and making the appropriate changes where required with the objective of building significant leadership bench strength;
* Ability to plan and manage at both the strategic and operational levels;
* Understands the sales process exceptionally well and has a track record of delivering results;
* Ability to work collaboratively with colleagues and staff to create a result-driven, team-oriented environment;
* Strong communication skills ;
* Must be a generally happy person with an optimistic approach to working in a fast paced highly demanding environment;
* A hands on and supportive leader, that is approachable and trustworthy, with a proven ability to mentor both young and seasoned sales teams;
* Previous experience in print production, although not required would be considered a significant asset;
* Bachelor's Degree with a business concentration is strongly preferred.

**First 90 Days Deliverables**

Within the first 90 days the successful candidate should have;

* Integrated into the organization having been introduced and starting to work with key stakeholders both within and outside the organization;
* Improved communication both up and down through the organization;
* Strategic plans to improve sales are developed and starting to be implemented.

**First 180 Days Deliverables**

* Relationships with stakeholders are very positive and strong;
* Has made appropriate adjustments to the team and go to market strategy is in place;
* Numbers are starting to make noticeable improvements with revenue targets in sight.