

**Summary:**

The Business Development Specialist is responsible for account and regional trend analysis, developing action plans for growth and liaising with other departments to solve root customer issues. They will develop and maintain positive relations with our network, creating tools and resources to help distributors interact with Phantom effectively and efficiently and recommending best practice opportunities to grow sales.

They are responsible for learning successful accounts' best practices, creating, and recommending tools, while sharing the learnings with other accounts. They will assist Distributors with the formation and implementation of sales and marketing programs, structure, and best practices for business development, including the improvement of operations to increase and enhance their business.

They will also be the point person for customer issues, identifying trends and working with other departments to solve customer issues, recommend solutions, as well as communicating progress and resolution to network.

**Corporate Values:**

At Phantom Screens we:

- Speak the truth
- Serve each other
- Pursue excellence
- Practice Stewardship

**Department Structure:**

Reporting to the VP Business Development are the Network Development Manager, Business Development Representatives, and the Business Development Specialists. There are no positions reporting to the Business Development Specialist.

**Position Responsibilities:**

(include but are not limited to, the following)

**Responsible for account and regional trend analysis, coming up with resolutions to address any concerns:**

- Responsible for implementing and managing a distributors performance evaluation process and feedback loop
- Proactively calling on underperforming accounts, develop action plans for growth, providing support, reporting on progress, escalating to Business Development Rep, Network Development Manager as needed
- As requested, developing annual business plan(s) in collaboration with distributor(s) and ensuring execution to maximize performance
- Regularly communicating all distributor activity and performance relative to established sales budgets, core competencies, customer requirements, and competitive activity
- Assisting with the development of Distributor sales budgets, forecasts, and market sales measurements

**Responsible for researching and sharing best practices to help accounts grow sales:**

- Responsible for gathering and communicating competitive intelligence

- Responsible for researching and communicating best business development practices
- Assist with creating and recommending tools and resources to help distributors
- Responsible creating best practices checklist and proactively reaching out to accounts audit / train as needed

**Responsible for ensuring Distributors comply to terms, policies, and understandings of accountability**

- Responsible for resolving account payment escalations as requested by the Finance department
- Ensuring National Retail Sales programs are effectively implemented within the territory to grow sales
- Assist distributors with general business questions or any territory concerns, escalating if necessary

**Responsible for driving the success of effective field marketing programs within our distributor network:**

- Act as first point of contact to our sales channels, qualifying support requests and understanding their needs
- Responsible for educating and supporting distributors on how to use Phantom's marketing tools
- Ensure distributors are using the marketing tools, escalate to the Network Development Manager as required
- Gather distributor's best practices for marketing and share with other distributors
- Recommend tools and resources to the Marketing team based on distributor feedback
- Responsible for managing the Leads system, ensure proper processes and timelines are being upheld

**Proactively communicate to sales channels what Phantom offers to help them grow sales:**

- Responsible for researching, analyzing, recommending, and communicating best practices on account integration with Phantom (e.g. freight, contract terms, inventory, phantom programs, etc.)
- Responsible for the education and administration of Phantom Programs, ensuring annual allowances distributed and maintained accurately (e.g. coop, discounts, mulligans, etc.)
- Ensure distributors comply to terms, policies, customer experience, warranty, and brand compliance
- Coordinating the peer to peer group forum

**Be an active member of the Network Resources and Phantom Screens team by:**

- Having a great attitude, looking for ways to jump in and help other members when needed or requested
- Looking for ways to help other departments serve each other and customers better
- Participating actively in trainings and meetings and continually striving to learn and grow
- Providing over-ring support for corporate, as well as Live Chat
- Assist with providing administrative support as required, particularly in initiating Sales and Warranty Claims
- Providing administrative support to the Business Development team as needed

**Key performance indicators:**

- Best Practices audit of entire network with performance improvements year over year
- Year over year growth, or next steps identified for all accounts flagged as a concern

- Year on year improvement in distributor's engagement with local architects & builders in their markets
- Year on year improvement of Programs utilization (i.e. Coop)

**Deep understanding and knowledge of supporting departments:**

- Materials – understanding of vendor lead time & processes
- Production – standard times / processes for each product line
- Shipping – carrier restrictions, shipping capacity, standard lead times & processes, shipping & logistics for geographical considerations, keeping abreast of general industry news and extenuating circumstances
- Quality – understand product quality specifications and impact
- Output – understanding of production, shipping and materials capabilities & limitations to determine output
- Phantom Programs – understand intention and parameters for all phantom programs (e.g. Mulligans, Showroom & Show home discounts, National Retail, etc.)
- Marketing – clear understanding of brand guidelines, be familiar with annual marketing portfolio, marketing toolkit components and resources available, and marketing programs (i.e. co-op, recruitment campaigns)

**Position Requirements:**

- Strong problem-solving skills with a high attention to detail
- Patient, calm, and professional telephone manner with the ability to diffuse customer conflict
- Ability to work efficiently and maintain composure in an environment that is subject to constant interruption
- Superior communication and interpersonal skills (listening, writing and verbal)
- Ability to build/maintain positive relationships with a variety of internal and external contacts at all levels
- Demonstrated ability to coach and motivate others to help achieve objectives
- Demonstrate ability to be tenacious (willing to work at something until it's completely done)
- Positive attitude and an ability to handle stressful situations
- Self-starter with proven time management skills
- Proficient use of CRM programs and other sales related software programs
- A driven to succeed, results oriented individual with solid business acumen and the ability to complete projects and achieve goals in an accurate and timely manner
- Demonstrated ability to analyze and interpret information, and use superior judgement in decision-making

**Academic Qualifications and Work Experience:**

Post-secondary education in a sales or business discipline. An equivalent combination of education and experience may be considered.