



## Business Development Manager

**Location:** On-site at our office Linthicum Heights, MD

**Position Type:** Full Time exempt

**Hours:** 8:30-5:00pm Monday-Friday with travel

**Required:** COVID-19 vaccination and boosters

**Compensation:** \$ 110-150,000 plus Bonus & Commissions, Commensurate with Experience

### Our Story:

We started working with federal contractors over 25 years ago and have evolved to today with our unique, proprietary and trademarked consulting services, tools and processes to help our clients plan, position, pursue and win over \$8Billion in federal contracts.

### What You'll Be a Part of:

Here at TargetGov every day holds new, energizing opportunities to help our clients on their path to growing federal contracts revenue. Our energy and personality live in everything we say and do, and it shows in the way we deliver to our clients. You would work hand in hand with industry thought leaders. We celebrate our company successes, each other's individual successes, and our clients' successes. We thrive because we employ the best in the business. We are seeking a dynamic, self-motivated sales manager leader professional with diverse credentials to drive our accelerated growth and benefit from that growth.

You will embrace our five core values:

- Hungry to Grow & Learn- you strive to get better professionally & personally; are conscientious, knowledgeable, smart, detail oriented, and hard working
- Critical Thinker - you are driven, ask questions, remain curious, and are tenacious working intensely to achieve your goals and improve the processes.
- Team Player - you are humble, conscientious, respectful, respected, and engaging
- Integrity - you seek open and honest communications and relationships, and you hold yourself to very high moral and ethical standards. You reject manipulation, dishonesty, and intolerance.

### Role Purpose:

We are seeking a consultative, financially-oriented Sales Team Management Leader responsible for accelerated revenue generation by securing and delivering signed consulting project engagements. We build relationships and consultatively approach business by keeping clients' best interests in mind. We work strategically to execute solutions that work best for our clients' business needs within our proprietary, proved consulting services. This role is ideal for a sales management executive who has experience in selling services to small, mid-size, and large businesses and who is determined to earn over \$200,000 a year by selling and managing a productive team.

Our ideal Sales Business Development Manager has in-depth knowledge of and experience with the sales process, excelling at team management, lead generation, relationship building, and closing deals in the business-to-business environment. We're seeking a quick learner with strong negotiating and closing skills, and someone with a track record of success who can inspire the same in others. The role demands a team leader with a sharp

mind and the ability to coach, advise, mentor, motivate, or replace sales representatives to create and maintain a high-performance professional sales force. You will be responsible for the coaching and development of our Sales team members and will have the opportunity to have a measurable impact by adding to existing processes and procedures for the team.

You are:

- Highly motivated, persuasive, a self-starter, and a quick study
- A complex situations navigator and an innovative and creative collaborator
- Comfortable working with C-Level leadership with businesses of all sizes
- Committed and energized by working with a diverse team
- Adept in Salesforce, committed to its daily use and respectful of the power of the tool
- A new business driver, qualifier, and Closer who enjoys “the hunt”
- A relationship builder with all stakeholders
- An evangelist for our core values
- Trusted Business Partner to the following teams:
  - Executive
  - Consulting
  - Marketing
  - Events

You are proven leader with:

- Ability to evolve, develop, and successfully implement the overall sales strategy
- Proven track record of consistently achieving a personal and team quotas
- You lead by example and never expect one of your teammates to do something you wouldn't
- Expertise in leveraging the power of Salesforce to drive sales and streamline processes
- Ability to coach and inspire a team of individual contributors to deliver best in class performance
- Strong communicator and analytical thinker
- Ability to develop, cultivate, maintain, and leverage contact networks and business relationships
- Proven expertise in lead generation, prospecting, qualification, opportunity cultivation and closing consultative sales
- Proficiency in penetrating and navigating executive level stakeholders and decision makers
- Possession of conceptual selling skills accompanied by a strong financial/business acumen
- Ability to proactively motivate decision makers by developing and delivering compelling prospect briefings
- A track record of supporting leadership-lead business decisions with your input and disseminating to the sales team

### **What you'll work on:**

The Sales Team Leader drives business growth for TargetGov with new and existing accounts in several ways:

- Retain, hire, train, motivate, advise, and lead 3+ individual Sales Team members to achieve & exceed all defined quotas
- Leverage the lead funnel already in existence and create new lead sources.
- Develop and maintain an accurate, high-quality sales pipeline aligned to TargetGov's sales process for personal and sales team sales. Understand and embrace the prospect/client and internal TargetGov decision-making process and organizational map.
- Achieve company objectives through effective strategic sales planning, setting sales goals, analyzing performance data, expanding the customer base, and projecting future performance
- Make effective course corrections with individuals and the team as needed in a trackable process.
- Leverage data analytics and software tools to inform strategy and course correct appropriately
- Create an environment where people and technology thrive together to accomplish more than they could apart
- Thrive in a fast-paced organization, with a proven sense of urgency and agility in an ever-changing federal government-contracting environment

### **Inspiring, engaging, and enabling your team by:**

- Coaching on best practices
- Reviewing and assessing performance, managing course correction when appropriate
- Supporting the team's ongoing professional development
- Optimizing the team's overall business contributions and success
- Driving continuous departmental improvement by optimizing existing processes and developing new ones in accordance with business goals
- Actively partnering with cross-functional teams across Events, Marketing, and Consulting to analyze and optimize team performance
- Taking a creative and personalized approach to all activities associated with Professional Sales Development

**Success in the Role:** What are the performance outcomes over the first 6-12 months you will work toward completing?

- Within 30 days of employment, you will complete onboarding and understand the basics of your role and tools available to you. You will be fully engaged in the Sales Process, Vision/Traction Organizer, Scorecard (metrics), and service offerings. You will have communicated with all key counterparts, partners, and team members crucial to your role.
- Within 60 days you will have embraced the full Sales Process, with emphasis on pipeline and close ratio, additionally reviewed services positioning, and sales cycle. You will be leading Sales Briefings and be closing sales.
- Within 90 days and working with the support from the executive team, you will have the fundamentals and working knowledge to forecast the metrics for success with

continued focus on leveraging the pipeline for positioning and growth for your team of salespeople. You will have projections for the next quarter and continued sales.

- Within 180 days you will have grown your team and realized traction and success in meeting the current year's goals, while developing a solid basis for forecasting success next year.
- Within 360 days demonstrated management, ownership and advancement of the sales process and a high team effectiveness factor; along with pipeline, forecast accuracy, and revenue achievement.

### **Skills and Qualifications**

- 5-7 years in sales team management within a comparable corporate setting
- Proven track record of personal and team success in the sales cycle from plan to close
- Excellent communication, interpersonal, and organizational skills
- Superb leadership ability
- Ability to travel at least 20% of the time
- Expert at and committed to Salesforce
- Effective problem solving and interpersonal skills and the ability to communicate and interact with customers and at all levels of the organization.
- 5+ years' experience in a quota-bearing sales role
- 2+ years' experience in a Sales Development management or formal Team Lead role
- Successful track record of effectively developing and managing a large sales territory
- Experience managing sales cycles ranging from one (1) to twelve (12) months

### **Preferred Qualifications**

- Experience within an organization in full implementation of EOS® (Entrepreneur Operating System) and "Traction" by Gino Wickman.
- Motivational speaking experience
- Proven success rate at levels above quotas
- Four plus years consultative sales experience with documented success closing consultative sales deals for midsize to large corporations.
- Documented quota attainment.

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This job description is a summary of the essential functions of the job, not an exhaustive or comprehensive list of all possible job responsibilities, tasks, and duties. The responsibilities, tasks, and duties of the jobholder might differ from those outlined in the job description.

Other duties, as assigned by the supervisor, might be part of the job.

TargetGov does not intend to hire experienced or entry level job seekers who will need, now or in the future, TargetGov sponsorship through the H-1B lottery.