

POSITION DESCRIPTION | DIRECTOR OF BUSINESS DEVELOPMENT

NOTE: This is a fictitious position description created with the purpose of demonstrating, at a generic level, the types of things you can include in your position description. You should customise this as it suits the specific requirements for your business.

If you require further support, book in an implementation session with a 'People' Vision Partner, or reach out to wow@the-entourage.com.au

Date: DD/MM/YYYY

Review Date: DD/MM/YYYY

POSITION OVERVIEW

Role Title: Director of Business Development

Employment Type: Full-time

Salary Package Details: \$X

Location: Sydney

POSITION SUMMARY

Executive level responsibility for revenue generation activity across all areas of the business.

TEAM AND REPORTING STRUCTURE

Reports to the General Manager.

Direct reports are the members of the sales team.

Last Revised: January 2021

© 2021 The Entourage

KEY RELATIONSHIPS

Stakeholder	Frequency	What?
General Manager	Weekly/ad hoc	Accountable to the General Manager, updates on targets and strategy.
Leadership team	Weekly/ad hoc	Communicate with and update in leadership meetings and ad hoc to ensure collaboration across business functions. Strategise and gain 'buy in' when required.
Sales team	Daily	Provide management, leadership. and strategic direction.
Marketing team	As required	Closely work together to ensure seamless transition through the customer journey.
Product team	As required	Provide any customer feedback about products. Have some strategic input into the development of new products. Work closely to ensure a seamless roll-out of training of new products to ensure the sales team is equipped with all the knowledge they need for success.

RESPONSIBILITIES AND DUTIES

Leadership and Management of Sales Engine:

- Overall responsibility for The Entourage sales function.
- Train, motivate and lead the sales team to achieving both company and individual budgets.
- Design and continually review the sales model and processes in their entirety, in conjunction with the General Manager, with the goal of selling The

Entourage's core educational programs.

- Daily analysis of lead and lag measures to ensure the sales team is putting in the right effort, in the right places, in order to achieve the right results.
- Campaign management to ensure the sales team is working on the most high value leads and opportunities and are effectively moving prospects through the sales pipeline.
- Continually study world's best practice in the areas of sales leadership and management and bring this learning back into The Entourage sales engine.

Training and Development of sales Team skill set and capability:

- Develop and implement a personal training plan for each sales
- Conducting one-on-one training sessions, both planned and adhoc to improve the skill set of all sales
- Conducting daily morning meetings covering key training content, team focus and inspiration for the sales team.
- Listening to phone conversations and providing training and feedback during calls as well as debrief discussions.
- Script writing for all forms of calls made or received by the sales team.
- Delivering feedback in group and one on one forums around performance, attitude, mindset and overall values alignment.
- Addressing emotional challenges and overcoming these issues with the team to keep focused and on track.
- Monthly goal setting discussions to assist individuals to strive towards their personal and professional goals.

New Business Development:

- Seek out new business opportunities and partnerships for the company.
- Cultivate executive-level relationships with potential partner companies.
- Leverage new business development opportunities to contribute to company revenue targets.

Company Decision Making and direction as a member of the Leadership Team:

- To represent the company values each and everyday both inside and outside of the office.
 - Sitting on the leadership team and contributing to key decisions made within the business regarding the company's direction, strategy and execution.
 - Identifying areas of improvement in the business and helping to drive key business initiatives forward.
 - Act as a leader of the entire business, not just the sales team, and ensure you have a positive impact on all departments.
-

SCOPE AND LIMITS IN AUTHORITY

- General Manager will approve any major business development opportunities and strategies, as well as budget and timelines on deliverables before execution
 - The Director of Business Development has full decision-making authority over the operational execution of deliverables, team management and leadership and the design and execution of strategies (escalating to the General Manager on any complex and high risk decisions).
-

KEY COMPETENCIES

Competency	Proficiency		
Design, implement and refining a consistent, high-performance sales engine	Beginner	Intermediate	Advanced
Manage a high performing team and personally generate	Beginner	Intermediate	Advanced

revenue through partnerships and new business development			
Team training needs analysis and training plan development	Beginner	Intermediate	Advanced
Intimate understand of the target customer	Beginner	Intermediate	Advanced
Inspire and lead others	Beginner	Intermediate	Advanced
Align with business values	Beginner	Intermediate	Advanced

In addition to the above, this role also requires the ability to;

- Maintain a positive approach to business using appropriate conduct and a responsible and professional manner consistent with the standards expected by The Entourage and its clients at all times. This also includes maintaining a professional and businesslike standard of personal presentation.
- The Entourage is an Equal Employment Opportunity Employer and is committed to ensuring a workplace free of discrimination and harassment. This commitment is based on the need to ensure our company complies with Equal Opportunity laws. Ensuring that discrimination and harassment does not occur in the workplace is the responsibility of all employees.
- The responsibility of Workplace Health and Safety (WHS) in the workplace lies with all employees. This includes conducting yourself in a safe manner and not putting yourself and others at risk, as well as complying with the company's requirements in relation to WHS. All employees also have a duty to ensure that additional company policies are observed and practiced.
- Follow/adhere to all lawful and reasonable instructions and requests as directed by your Manager or delegate. This includes upholding policies and procedures set by The Entourage.

QUALIFICATIONS

NA

KEY PERFORMANCE INDICATORS AND PERFORMANCE

Key performance indicators are set monthly and will differ depending on business needs. These indicators will often be focused around achieving monthly and quarterly sales targets, hitting minimum standards for all lead measures within the sales pipeline, and actively training and developing the sales team across all areas. However, the indicators won't be limited to this and will vary depending on the needs within the role.

Performance and accountability includes;

- Weekly 1:1 with the General Manager
 - Monthly Performance Review with your direct manager (General Manager)
 - Quarterly Culture Review with your direct manager (General Manager)
-

There may be reasonable duties in addition to those listed in this position description.

I have read and understand all of the above.

Signature

Print Name

Date

Witness Signature

Print Name

Date