



## Business Development Manager – Construction

Primary Location: New Albany, IN

Other Possible Locations: Louisville Metro

Job Shift: Standard Business Hours

Travel: Moderate 16-40%

Relocation: No

**McRae Enterprises LLC specializes in managing medical facility construction projects in Louisville, Kentucky, and Southern Indiana. Doctor office expansions, remodeling or new buildings can be made simple by using our comprehensive professional services.**

### Job Summary

*Generate revenue growth by utilizing a consultative selling approach for new clients and in the retention of current McRae Enterprises customers. Provide insight as to marketing strategies and creation of marketing goals and materials. Be the "face of the company" by servicing clients via exemplary customer service throughout all phases of the project. Operate within a 'projectized' structure. Assist in creating proposals and client-facing communication.*

### Essential Duties and Responsibilities

To perform this job successfully, an individual must be able to perform the following essential duties satisfactorily. Other minor duties may be assigned.

- Ability to represent the company positively and accurately
- Managing business to business sales relationships
- Developing detailed proposals encompassing multiple services
- Researching aspects of the medical facility construction business
- Attending conferences/symposiums as a means of networking and staying current with industry-and market-related information
- Building trusting relationships
- Providing high-impact Communication
- Responsible for prospecting and closing to achieve budgeted sales goals by developing and implementing sound selling strategies that ensure revenue growth
- Manage prospects by developing sound marketing plans and maintaining key information in the prospect database
- Meets or exceeds prospecting activity goals



- Increases revenue and profitability by executing sound plans on retention calls to improve the customers' service and/or profitability
- Matches McRae Enterprises services with customer needs by demonstrating knowledge of customers, pricing and competition; effectively communicates pricing and service strategies; proactively engages other McRae Enterprises business opportunities, referring internally as appropriate
- Effectively use McRae Enterprises sales productivity software tools (i.e. Prospect and Customer Database, Proposal Program, Pricing Tools, etc.)
- Proposing customer solutions that are compliant with appropriate local, state and federal regulations
- Devising sales approaches and solutions
- Sales opportunity analysis
- Planning, writing, editing and executing proposals ranging in size and complexity from single page letters to multi-page bound submissions
- Creating and assisting with written and electronic marketing collateral including qualification packages, brochures, and unique communication pieces (press-releases, articles and newsletters) Preparing presentations and interview materials for client interviews, speaking opportunities, and other engagements
- Assisting with business development activities, including lead generation, attendance at networking events, trade shows, and sales calls
- Negotiating with and closing on new and existing business
- Strategizing and performing excellent customer service when opportunities arise
- Training and education on our established construction/project management processes

#### Supervisory Responsibilities

This job has no supervisory duties.

#### Qualifications

The requirements listed below are representative of the qualifications necessary to perform the job.

#### Education and Experience

- Must present experience in at least one of the following: Construction/Healthcare/Sales/Marketing
- Salesforce CRM experience a plus

#### Required Skills

- Exceptional writing, editing and proofreading skills to develop tailored proposals, communications, and marketing copy
- Ability to execute proposals, RFPs and other written marketing materials independently with minimal supervision under firm deadlines



- Strong organizational skills, attention to detail and ability to plan and manage multiple tasks simultaneously
- Effective verbal, interpersonal, and communication skills to build and maintain productive relationships with internal and external clients
- Creative mindset including the ability to take ideas from concept to final product
- Desire to work and thrive in an innovative, flexible team environment
- Knowledge of commonplace software applications like Microsoft Word & Excel
- Ability to manage and maintain a sales pipeline
- Resilient and unrelenting attitude toward opportunities and growth
- An ability to travel within the selling geography of the office
- Must be a self-starter taking the initiative to develop and execute against a selling plan

#### Work Environment

Listed below are key points regarding environmental demands and work environment of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job.

- Required to use motor coordination with finger dexterity (such as keyboarding, machine operation, etc.) part of the work day
- Required to be exposed to physical occupational risks (such as cuts, burns, exposure to toxic chemicals, etc.) rarely
- Required to be exposed to physical environment which involves dirt, odors, noise, weather extremes or similar elements rarely
- Normal setting for this job is: Home office setting and/or outside sales

#### Compensation and Benefits

At McRae Enterprises, each eligible employee receives a compensation package including a base salary for 1 year plus commission based on the employee's training, experience and value. Standard holiday off-time. Health benefits are available and negotiable. Additionally, the business development manager will be issued a company cellular phone, a laptop computer and a corporate expense credit card. Mileage will be reimbursed at standard mileage reimbursement rate of \$ .56/mile.