



Job Description: B2B New Business Development Leader - Area Sales Executive and Sector Lead

Summary of Position

The B2B Sales Account Executive and Sector Lead promotes the company's products and services to prospective business/enterprise clients. The candidate will actively take ownership of our product, support business growth, and foster relationships with clients, team members, and suppliers. They are responsible for building an effective sales workflow, from research to conversion, and for helping Symphonix identify and capitalize on new opportunities for growth and revenue.

Job duties include:

- Individuals will be asked to establish a geographic territory and national industry vertical focus (e.g., Franchisors, Health Care Systems, and Community Banks). Individuals will be responsible for building pipelines in both focus areas (geographic territory and industry vertical).
- Actively search for new business opportunities through networking and research.
- You will bring in new clients for our organization while retaining existing ones. You will act as the key point of contact for our clients.
- Sales Funnel: Managing the prospect's unique journey (sales cycle) through various channels like sales calls, video conferencing, in-person visits, demos, and emails.
 - **Research** the market to identify suspects and move them to engaged prospects.
 - **Manage outbound omnichannel communications to develop a dialogue** with targeted potential prospects (cold calling, emailing, blog/marketing content subscriptions, and networking events).
 - **Schedule discovery meetings** to introduce Symphonix and our products/services.

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- **Qualifies new leads** and prospects to match prospect needs and Symphonix's capabilities. Identifies prospect needs and goals. Collects feedback. Maps out the down-funnel journey for each prospect.
- **Coordinating demonstrations** with appropriate support from Symphonix department heads.
- **Prepare sales reports** on critical targets, trends, and highlights every quarter and host dialogue with the team. Analyze data to improve sales approach across the funnel.
- **Closes new business deals** by coordinating requirements, developing and negotiating contracts, and integrating contract requirements with business operations. Assists with onboarding of new clients by helping coordinate internal resources.
- Working with other departments (Marketing Technology, Marketing, Account Management, Accounting) to maintain and **boost the customer experience**. Providing excellent customer service to landed accounts when needed.
- Products and Services: Maintaining knowledge of products and services and how to present them.
- Technology: Knowledge of company systems and ability to read, interpret, and react appropriately to reports.
- Competition: Actively maintains a deep knowledge of competitor offerings and how to differentiate Symphonix.
- Marketing Materials: Develop and manage “pitch products”, including sales collateral, introductory pitch decks, and technology demonstrations.
- Relationship Management: Build relationships with existing Symphonix clients (when appropriate), product partners, and shared services teammates.
- CRM: Active participation in building and managing CRM systems.

Qualifications for a B2B New Business Development Representative:

- Out-going personality
- Comfortable with calling to open new opportunities
- Competitive nature – tenacious concerning hitting sales goals
- Communication skills (listening skills)
- Problem-solving skills
- Strong work ethic
- Consultative sales skills (relationship development required for complex products)
- Analytical skills
- Professionalism

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- Attention to detail
- Negotiation skills
- Closing skills
- Understand that “emailing a brochure” will not be sufficient to earn trust and develop an engaged prospect
- Skilled in CRM and lead generation platforms such as HubSpot, LinkedIn Sales Navigator, and Salesforce

Technical Skills (Embrace Technology)

- Microsoft Suite
- CRM and Marketing Automation Systems
- Ability to Master Internal Systems
- Project Management Software

Education and Experience Requirements:

- At least 7 years of sales experience working in a customer-facing role with a B2B-focused company (preferably complex/consultative sales role vs. transactional products). Demonstrated success in a complex, consultative sales environment.
- Bonus Points:
 - Prior New Business Development experience with a Marketing Agency is a bonus
 - BA in business administration (or a related field) is a bonus
 - Prior Experience with Print, Promo, Apparel, Campaign Execution, Point of Sale Execution, and Online Company Store Development and Management is a big bonus

About Symphonix Solutions: We are a fast-growing promotional marketing agency headquartered in Uptown Charlotte, North Carolina, with sales offices in Florida and New Jersey.

- We are solutions-driven professionals who deliver service to every client with a sense of pride, urgency, and importance. We make sure our clients only ask once to get what they need.
- Our marketing agency specializes in providing our clients with last-mile items related to marketing strategy execution, such as commercial print, promo, and apparel products through custom online company stores that we customize on their behalf. In addition to

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B2B clients, we work with large consumer brands you may recognize, like Boy Scouts of America, Publix, Meineke, Maaco, YMCA, and LaCroix.

- Account Management, Project Management, Product Expertise, Sourcing, and Fulfillment are core parts of our value proposition to our valued clients.
- Our team comprises client-focused sales, marketing, creative, technology, and procurement professionals with the same goal – to provide effective and efficient solutions for our customers. Our commitment to our clients and each other drives a positive work environment and is why our team members thrive. Simply put, we love what we do. You will be amongst like-minded professionals if you are sincere in your love for helping clients succeed.
- If you enjoy learning, having variety in your daily work, and helping others succeed, this job may be for you! If you like hanging out with teammates' dogs on Fridays, day-to-day personal interactions with intelligent people who care, happy hours, pizza parties, and giant kick-ass trophies...Symphonix may be your kind of place.
- It will also help if you believe in Bigfoot, our celebrity spokesperson.
- If you are high-energy and want to work inside a dynamic marketing agency, work with outstanding team members, and serve some genuinely excellent clients...drop us a line!

Work Location

- Company Headquarters is located in Charlotte, NC.
- This Sales Role - Open/Flexible Location: If remote, willingness to travel to clients, HQ office, and networking events is a requirement.

Work Setting

- Remote Geographic Locations
- Regular Travel Required (Visit Prospects, HQ, Industry/Sector Conferences)
- Indoors, Environmentally Controlled
- Flexible Work Hours – must be coordinated with your manager

Body Positioning

- Spend time sitting
- Spend time using your hands to handle the keyboard, telephone, and office machines
- Spend time at clients' office(s), warehouse, industry events, and other location(s)

Communication

- Regular communication and/or contact with others

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- Electronic Mail
- Face-to-Face Discussions
- Letters and Memos
- Text/Telephone
- Must adopt clients' preferred communication mediums

Pace and Scheduling

- Ability to set and achieve sales targets monthly
- Ability to work under pressure, hit deadlines with accurate results
- Ability to multi-task and prioritize workflows

Role Relationships

- Matrix Manages internal and external company resources (including product partners, account management, and shared services)
- Works collaboratively with other account managers, customers, and vendors to achieve optimal teamwork
- Reports to Managing Director

Compensation:

- Commission-based role where compensation reflects the success of new business development efforts
- Forgivable draw is available to assist the Sales Executive in establishing a pipeline in the early months

Honor Non-Solicitation Agreements:

- At Symphonix Agency, we are committed to maintaining professional and ethical standards in all our business practices. We respect and honor our candidates' valid non-solicitation agreements with their previous employers.
- First and foremost, we value the experience and talents our new team members bring to Symphonix. We will never ask individuals to violate any existing contractual obligations.
- In all cases, we encourage candidates to consult their legal counsel to understand any restrictions or obligations related to their prior employment agreements.

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