



## Business Development Manager

**Position Summary:** This full-time position is responsible for business development and growth for direct to consumer, home dealers and retailers. Also, provides day to day activities for dealer and retailer sales. This is a vital role in the success of creating sales growth and development for LifeStyle77. The position requires someone who is self-motivated, driven, and a positive teammate.

### Responsibilities:

- Seeking out new business opportunities for Lifestyle77, growing new channels and building out a dealer network to funnel new and core product.
- Meets with key customers/prospects and delivers sales presentations; maintains relationships, negotiates, and closes deals.
- Shares a weekly/monthly sales update for new and existing customers and opportunities, along with an executive summary of new business activities.
- Advises the LifeStyle77 team on the assessment of products, pricing, and features needed to meet the demands of our channel partners and consumers.
- Represents the company and/or its brands at events to promote the brand and portfolio of products.
- Communicates proactively with director, marketing and customer support in ongoing evaluation and assessment of the need to make improvements to process.
- Works with finance and sales director to determine agreed upon payment terms for retail chains, distributors, and dealers.
- Works with customer support to onboard new distributors/dealers/retailers and service existing customers.
- Works effectively with a diverse group of individuals, both internally and externally, building strong relationships with customers and team members with the ability to resolve conflicts or concerns as they arise.
- Works with our LS77 partners to add complimentary product onto the Lifestyle77 platform. Managing the partnerships, ensuring we get the content on our page, working with our e-commerce team on complete follow through of setup.

### Education/Training:

- 4-year college degree

### Knowledge/Skills/Abilities:

- Passion and accountability to know the home market trends, customers and competitors, while staying abreast of industry knowledge
- 5+ years sales experience
- Ability to build relationships with a variety of sales contacts (distributors, retail buyers, dealers, consumers, etc.) while nurturing existing business and closing new business.
- Driven, motivated and a team player.

**Travel Requirements:**

- Up to 25% of the time

**Materials and Equipment Utilized:**

- Computers, projectors, printers, etc.

**Working Environment:**

- 90% - Office Environment
- 10% - Manufacturing environment internal to Bay Tek and our suppliers/vendors