



The **Business Development Manager** will plan and direct all aspects of the Construction business development objectives. Responsible for establishing and initiatives redeeming the annual sales plan, assessing new markets, developing new market initiatives, analyzing and obtaining business opportunities from new customers. Collaborates with Construction for overall accountability for initiating customer proposals, negotiating and closing deals or contracts. Manages and oversees the direction of the business development team, including proactive and reactive sales. Promotes cross-selling Shure Line as a complete turnkey solution (e.g. Design, Structural Steel & Electrical).

**Responsibilities:**

- Prepare complete, clear and concise reports, and other required company paperwork and documentation in a timely manner.
- In collaboration with management team develop the annual sales strategy/ sales plan
- Manage the overall business development activities. Identify and recommend new market areas to be pursued.
- Develop a Marketing plan and strategies for target markets.
- Measure and report results Utilize metrics to Track performance to goals: contacts/ opportunities/ quote proposals/to contracted work, sales /to goal, and sales by individual and markets
- Analyze historical results, current market conditions, staff, and other factors to forecast sales goals.
- Establish and attain key sales strategies, goals and targets within project profitability targets.
- Ensure that an active backlog of quotes exists to achieve sales goals.
- Establish & Attain a Set of annual sales goals and expectations.
- Conduct weekly sales review meetings with Executive/management team.
- Establish & Gather sufficient information about the market and individual prospects to target new customers and obtain project work from new customers.
- Meet with qualified prospects, develop trust and rapport, and set the sales process in motion
- When sales opportunities present themselves Pass customer information to appropriate Shure Line personnel for estimating, designing, and project management.
- Coordinate in collaboration with management team an effective sales presentation.
- Maintaining and updating website content and printed marketing materials.
- Assure that customers information is regularly updated
- Participation in industry related or targeted market associations, tradeshow, or events.
- Provide support of any sales campaigns, special projects, programs, and or procedures as assigned

**Job Requirements:**

- Maintain strict adherence to safety rules and regulations. Including but not limited to wearing safety equipment such as safety glasses, face masks, gloves, work boots, harnesses and/or other required PPE relevant to job site.
- Willingness to travel as required.
- Possess valid identification to work in the United States.
- Ability to pass a drug screening and criminal background check.
- Highly Motivated energetic person willing to travel
- Proven success in outside sales



- Excellent communication skills, both written and verbal
- Computer skills including competency in Microsoft Word, Excel, Outlook, PowerPoint
- Highly developed presentation skills
- Ability to work both independently and as a team member
- Entertain customers as appropriate
- Knowledge of various market segments that align with Shure Line's capabilities

**Education and Experience:**

- High school diploma/GED
- 5 years of related experience in Industrial Construction Market.