



Business Development & Sales Representative

Marketing Operations Partners focuses on marketing effectiveness and efficiency. As a consulting firm, we bring enterprise marketing organizations a strategic end-to-end resource expansion framework toward revenue acceleration. We achieved a number of industry firsts, as you can see here: <http://mopartners.com/resources/what-is-marketing-operations/>. Our mission is to help marketers improve their alignment with customers and other stakeholders, demonstrate accountability through profitable execution of strategies, and build organizational agility to act readily on emerging market opportunities.

In addition to the consulting services we have provided for the past decade to companies such as LexisNexis, Hootsuite, Anritsu, Health Strategies Group, and Applied Materials, this year we have launched the Marketing Future Forum, a subscription-based online and in-person community. The Forum helps marketers to bridge silos through interactive peer-sharing opportunities in a gamified approach. Expert guidance integrated into dynamic workspaces offers practical ways for marketers to conceive new possibilities that can accelerate consulting growth.

Our growth opportunities have led to creation of a new position: **Business Development & Executive Sales Representative**. In this role, you will need to build executive-level relationships in enterprise marketing. The role requires a self-starter work ethic and innate curiosity to identify prospects' obstacles to success and recommend solutions from Marketing Operations Partners.

The ideal candidate has a strong B2B background in business development and sales to chief marketing officers and marketing directors of large companies.

- Formal training and significant experience in consultative solution-selling of subscription offerings and consulting.
- Self-motivation to initiate and follow-up on cold and warm prospects and opportunities.
- Strong verbal and written communication skills.

Responsibilities are to meet quarterly revenue and margin targets:

- Drive business development strategies and methods:
 - Develop multi-plays through multiple offerings and alliances.
 - Create strategies to migrate prospects across buying readiness stages.
 - Influence synergies from Marketing Operations Partners' marketing and operations.
- Execute business development tactics:
 - Identify and navigate the prospect's buying processes.
 - Generate mutual value in creative ways for new and repeat sales.
 - Characterize solution options in presentation, proposal and other formats.
 - Ensure transparency and integrity of data reflecting customer and revenue status.
 - Maintain customer experience continuity across the customer lifecycle.

This position is designed for uncapped potential, transitioning to a full-time role after proven success. If this opportunity appeals to you, please forward your resume to ChangeMyMO@MOpartners.com.