



Business Development Manager

Job Description

Baptist Leadership Group is seeking a Business Development Manager. The ideal candidate is a motivated, self-directed inside Sales/Telemarketing Professional with a history of overachievement in creating leads and selling consulting products and services. Must understand and have a proven track record of identifying potential markets, building relationships, providing needs assessment, and delivering prospect opportunities that meet the niche and goals of the practice. Must possess a strong background working with healthcare providers (hospitals, health systems, long-term care, physician practices, etc.), decision-support or other health care services. The Business Development Manager is a key player and important contributor to the overall success of the BLG business development team.

Responsibilities

- Perform outbound calls to target prospect accounts
- Develop inbound leads from various sources and qualify for business potential
- Identify and qualify prospects for long-term coaching opportunity
- Identify and qualify prospects for technology and training solutions purchase
- Sell conference seats to prospects
- Meet and exceed sales and activity targets
- Contact prospects and partners through, but not limited to, phone calls, email, mailings and fax to communicate opportunities and to extend initiatives with the company
- Collaborate with business development leader to facilitate discovery meetings or solution demo's
- Ensure handoffs to business development leader are successful and clearly documented in CRM
- Analysis of current market conditions and competitor information
- Assure reporting and communication is frequent and bi-directional
- Accurately forecast and track sales activities using CRM
- Handle executive and administrative work as needed

Skills

- 5 - 7 years of phone/inside sales experience
- Proven ability to qualify leads & provide proactive follow up
- Services sales experience preferred
- Must have excellent verbal and written skills
- Must have excellent telephone presence and telephone communication skills
- ACT CRM experience preferred
- Experience in healthcare services preferred
- College degree required
- Willing to spend extra hours to learn our business model, products and services
- Detail oriented and punctual

Baptist Health Care

Baptist Health Care is a community owned, not-for-profit health system with the vision to be the best health system in the country. With 6,000 employees across Baptist Hospital, Gulf Breeze Hospital, Jay Hospital, Atmore Hospital, the Andrews Institute and services that span the continuum of care the system achieves world class outcomes across Pillars of People,

Service, Quality, Finance and Growth. As a 2003 recipient of the Malcolm Baldrige award and recipient of 23 national summit awards through Press Ganey, the organization has pioneered service and operational excellence through world-class results for nearly 20 years.

Baptist Leadership Group

Baptist Leadership Group (BLG) is a consulting practice owned by Baptist Health Care, the nationally known pioneer of performance excellence in healthcare. BLG provides Patient-Centered Excellence Consulting to health care organizations to improve the quality of the patient experience. BLG coaches organizations ranging from critical access to large academic health systems to support their journeys to excellence. Through Senior Leader, Leader and Staff coaching, BLG is a partner to create systems of accountability, engaged employee and physician workforces, and improved quality and patient perceptions.