



Date Posted: May 12, 2010
Reference: Job No. 10-150

DIRECTOR OF BUSINESS DEVELOPMENT- NEW CUSTOMERS

SUMMARY:

The Director of Business Development, new customers will be responsible for the definition, planning, and implementation of all business development activities, including staffing and oversight of the portion of the business development team devoted to new customer relationship development. He/She will provide leadership for achieving maximum sales growth and profitability in keeping with the Company vision and values. He/She will also establish plans and strategies for expanding our new customer base in each of the Company's markets, and contribute to the development of training and educational programs for the business development team.

DUTIES, RESPONSIBILITIES & ESSENTIAL JOB FUNCTIONS:

- Develop a business plan and sales strategy for each market segment that ensures attainment of Company diversification goals and profitability.
- Responsible for the performance and development of the new customer business development team.
- Works with and assists the Marketing Director by defining appropriate systems for progressing and qualifying marketing leads, and for managing an effective hand-off of qualified leads from marketing to business development.
- Assists the business development team by producing document templates for quotes and proposals, and providing training to the team on how to use them.
- Works with senior management to motivate the entire Company to engender a customer centric and sales and marketing ethos.
- Prepares action plans for individuals, as well as for the team, that effectively identifies sales leads and the capture of new prospects.
- Analyzes and evaluates the effectiveness of sales methods, costs, and results.
- Develops and manages business development department budgets and oversees the development and management of internal operating budgets.
- Directly manages the critically developing customer accounts, and coordinates the management of all other new customer accounts.
- Initiates and coordinates development of action plans to penetrate new markets.
- Assists in the development and implementation of marketing plans as needed.
- Conducts monthly one-on-one review with all business development associates to build more effective communications, understand training and development needs, and to provide insight for the improvement of sales and business development activity performance.
- Provides timely feedback to senior management regarding performance.
- Provides timely, accurate and competitive pricing on all completed quotes and proposals submitted for pricing approval, while striving to maintain maximum profit margin.



- Maintains accurate records and metrics of all quote pricings, sales and activity reports submitted by the business development team.
- Creates and conducts proposal presentations and RFP responses.
- Directly leads critical portions of business development proposals and presentations, and assigns and manages associates in preparation of proposals and presentations for all other opportunities.
- Controls expenses to meet budget guidelines.
- Adheres to all Company policies, procedures and business ethics codes, and ensures that they are communicated and implemented within the business development team.
- Recruits, trains and manages the business development team based on criteria agreed upon by senior management, and motivates them to achieve the Corporate plan.

REQUIRED COMPETENCIES:

Internal / External Cooperation

Relationships and Roles:

- Insures that all new customer business development associates meet or exceed all activity standards for prospecting calls, appointments, presentations, proposals and closes.
- Delegates authority and responsibility with accountability and follow-up.
- Sets examples for business development associates in areas of personal character, commitment, organization, sales skills and work habits.
- Conducts regular coaching and counseling with the new customer business development team to build motivation and sales skills.
- Maintains contact with all new customers within each market segment to ensure high levels of customer satisfaction.
- Demonstrates ability to interact and cooperate with all Company employees.

PREREQUISITES:

- Experience in strategic planning and execution. Knowledge of contracting, negotiating and change management. Knowledge of structuring sales quota goals and revenue expectations. Experience in planning business development strategies and successful public relations efforts.
- Work requires professional written and verbal communication and interpersonal skills. Must have ability to motivate teams to produce quality materials within tight timeframes and simultaneously manage several projects. Should participate in and facilitate group meetings.
- Requires ability to work a flexible schedule.
- Five years of experience in sales management roles.
- Experience with enterprise and CRM software solutions.
- Strong understanding of customer and market dynamics and requirements.
- Willingness to travel.



- Demonstrated expertise in working as a cooperative member of a high-functioning team of management professionals.
- Proven leadership and ability to drive sales teams.

These job specifications are normally acquired through a combination of the completion of a Masters Degree in Marketing and Sales and five years of experience in a senior-level sales management position.

PHYSICAL REQUIREMENTS & SAFETY

- The nature of this position does not present any significant hazard in the performance of day-to-day duties.
- Position will require sitting for long periods of time.
- Extensive use of computer could cause fatigue, but ergonomic adjustments will be made to work station to minimize or alleviate this fatigue.
- Safety training will include information regarding evacuation procedures, location and use of fire extinguishers, and the presence and use of any hazardous chemicals or materials on LWO premises.

TRAINING NEEDS ASSESSMENT

- Indoctrination into the systems and procedures unique to LightWorks Optics will be conducted after hire.
- Existing skills of applicant will be compared with position requirements on job description. A training plan will be developed to fulfill any training deficits.
- On-the-job training will be provided as necessary.
- Additional education will be made available through company paid seminars and short courses or LightWorks Optics' Educational Assistance Program.

Contact Information: Qualified applicants please forward resume via e-mail to hr@lwoptics.com. If e-mail is unavailable, please mail resume to: LightWorks Optics, Attn: Human Resources, 14242 Chambers Road, Tustin, CA 92780. Visit our website at www.lwoptics.com.

LightWorks Optics is an Equal Opportunity /Affirmative Action Employer.