



**Position Title:** Business Development Specialist

**Employee Name:**

**Reporting Structure:** Sameer Mahmood

**Department:** Sales

**Responsibilities and Duties:** Regularly read and create a file of leads from local periodicals: Business Journal, Small Business Time, Urban Milwaukee and Daily Reporter.etc

Present Superior Equipment as a viable option to our customer segment for their foodservice equipment and supplies by branding Superior as a partner who provides profit-driven solutions, personalized services and first-rate products to help achieve an unrivaled guest experience. Built by over 38 years of experience, Superior offers innovative and cost saving ideas that bring our customers culinary vision to life.

Reach out to Developers, Consultants and General Contractors who build Schools, Universities, Restaurants, Grocery Stores and Gas Stations etc. and present Superior as a food service equipment & supply company, providing complete design, layout & equipment for commercial kitchens.

Follow up leads through telemarketing, mailings and emails and social media.

Research target demographics, economic trends, customer needs and interests and other data that can be used in creating strategies for business development

Oversee efforts to expand lead generation through cold calling, business-to-business selling and other methods to identify potential business prospects and assist sales professionals in acquiring new customers



Build relationships with existing customers, investors and partners through consistent follow up, reliable communication and frequent updates on product developments

**Abilities to perform effectively:** Organization, attention to detail, consistency, persistence, tenacity, & passion.

**Knowledge & Skills:**

As a business development representative, you will have the unique opportunity to build our company's brand and customer loyalty. Your skillset will be heavily utilized to expand business operations, recognize and realize potential partners and investors and develop organizational initiatives. Whether you are presenting an exciting and persuasive presentation, undertaking lead generation efforts or researching current trends to better understand the market, this position provides you with the chance to develop and strengthen your leadership, customer service, sales and communication skills. If you enjoy working with people and using creativity to educate and inform, then this job may be the perfect fit for you.

**Schedule:**

Flexible Schedule 25 hours a week.

**Wages:** \$16.50 an hour.