

# POSITION DESCRIPTION

**Company:** Javámo Coffees, Inc.  
**Position Title:** Regional Business Development Director  
**Salary:** Commission + Bonus

## POSITION DESCRIPTION:

If you are an individual that has a desire to be an entrepreneur, but still be supported by a dynamic team, than this role may be right for you.

The Regional Business Development Director is responsible for the marketing and sales of Javámo Coffees' fundraising program, corporate gift program and direct product sales.

This position markets the fundraising program to identified potential clients in this particular target market to include (but not necessarily be limited to) elementary, middle, and high schools, not-for-profit organizations, athletic organizations, church groups and any other organization needing to raise funds for their cause. This position will market the Corporate Gift Program to businesses within their region who use gift and custom label products to recognize staff and/or clients. Additionally, this position will also sell product directly to customers at shows and other events.

The Regional Business Development Director will work within a specified, protected geographic area to secure agreements and generate sales revenues via our programs. This role will coordinate all aspects of the sale from generating leads through ensuring the delivery of product.

## DUTIES AND RESPONSIBILITIES:

1. Market our fundraising program to decision makers within schools, not-for-profit groups, athletic organizations, church groups and others that need to raise funds for their cause. This position would identify and meet with the organization's key players to determine if the program is a fit and if so, the best approach for delivery of our program.
2. Work with fundraising client to develop a marketing program which will most effectively increase their sales opportunities. Determine if customization of products and art display is a fit for client and if so, coordinate with them to ensure a successful outcome.
3. Identify corporate client accounts and other potential markets for promotion and sale of gourmet gift and custom label products in a specified, protected geographic region. Determine who the decision makers are for each company, by industry, and target direct communication of products and programs with them.

4. Determine the best approach to closing the sale based on client needs based on company approved programs. This may include special introductory promotions, promotional materials, sampling of products, customization of products, etc. This person must be skilled at overcoming purchasing objections when necessary.
5. Distribute sold products, where applicable, to clients and follow up to ensure satisfaction. Track product sales for each account to establish whether, or what type of promotional plan modifications might be needed for future events to maximize sales volume.
6. Sell products directly at shows including gift shows, business expos and other types of events. Use these events as an opportunity to promote the fundraiser and corporate gift programs.
7. Establish effective long term business relationships with clients, ensure that their needs are being met and secure repeat business with those accounts.
8. Participate in trade shows, business expos, business membership organizations, non-profit event and networking events as necessary to generate leads and expand business opportunities.
9. Support the company's efforts with their non-profit organization "Art for Autism".
10. May require occasional overnight travel.

**SKILLS REQUIRED:**

- Previous Sales Experience
- Marketing Experience
- Excellent Customer Service Skills
- Organizational Skills
- Computer Skills: Microsoft Word, Excel and PowerPoint
- Analytical Skills
- Effective Presentation Skills

**SKILLS PREFERRED:**

- Previous experience working with business to business sales, in a cold calling capacity. Previous experience working with or in a non-profit environment.

**DIMENSIONS:**

- Sales Ability
- Excellent Customer Service
- Driving Execution

- Follow Up
- Planning and Organizing
- Oral and Written Communication
- Effective presentation skills
- Integrity
- Initiative

**EDUCATION:**

- College degree required with a minimum of 2 years sales experience or 2 years college with a minimum of five years sales experience.

**OTHER REQUIREMENTS:**

- Must have a computer and printer
- Must be able to access e-mail
- Must have reliable transportation capable of transporting a significant volume of product. Current license and insurance required. Must be able to provide proof of insurance.
- Must have the ability to develop a marketing plan
- Must attend scheduled calls or meetings held by the company
- Must complete weekly contact reports detailing activities
- Must attend trade shows, special events, and be involved in sponsorship opportunities for the company.

**COMPANY PROVIDED:**

- Sales Training
- Product/Program Training
- Field Support
- Opportunities to gain leads through company sponsored advertisements and events
- Other company sponsored incentives
- Start-up package including product, marketing materials and program materials