

BUSINESS DEVELOPMENT REPRESENTATIVE – COLORADO JOB DESCRIPTION

Summary of Position:

The Business Development Representative Position will assist in all duties that pertain to prospecting new customers as well as supporting current customers and generating revenue in an assigned territory for the company. This person is extremely organized and has great attention to detail. Key responsibilities include: prospecting calls, Bud Tender trainings, Dispensary Pop ups and Demo's, supporting existing dispensary business while creating new opportunities, working community and industry events and trade shows, etc. We are self-starters and you should be too. Do not expect to get micromanaged, as your daily routine will be left to you. Ultimately, this is a supporting role for our dispensaries and sales team that is heavily focused on maintaining and building meaningful relationships with clients while creating new opportunities and growing the overall opportunity within the territory.

Key Responsibilities:

- Heavy participation in on-site patient appreciation days, budtender education events, hosted company parties, networking mixers, and other events as identified
- Identifying and implementing key in-store merchandising opportunities and premier product placement
- In-market research and broad understanding of competitive products and landscape
- Work with Territory Account Executive to identify and carry out proper sales process from prospect to close
- Customer focused with proper understanding of customer pain points and desires, to then make consultative sales recommendations
- Setting and preparing for prospecting appointments and presentations
- Fostering of in-store relationships and identifying partnership growth opportunities
- Consistent maintenance of CRM and customer databases
- Constant communication and support of Territory Account Executive.

Skills & Experience:

- Minimum one year of experience in a field sales support position
- Prior experience in the cannabis industry
- High school diploma or equivalent required; bachelor's degree a plus
- Proven track record of developing a strategic sales strategy, building new business, and meeting/exceeding quotas
- Excellent verbal and written communication, presentation, negotiation, and interpersonal skills
- Must have a valid Colorado driver's license, a reliable vehicle, insurance, and a clean driving and criminal record (this position will require extensive travel)
- Proven ability to work effectively in a team environment

- Proficient technical skills including use of MS Office, Google Drive, and CRM software.