



BUSINESS DEVELOPMENT

Rockland, ME

Tropical Aquaculture is seeking a motivated, passionate, and enthusiastic Business Development Coordinator to help execute our 'go to market' strategies and communication efforts. More specifically, this role includes Tropical Aquaculture Products' outreach and engagement with both prospective and existing customers to meet our overall strategic goals and support the execution of a *best-in-class* customer experience. This unique opportunity to join and develop an aggressive, high-energy sales team that is a leader in the seafood farming industry.

Duties and Responsibilities:

- Organize a daily work and call schedule to solidify current customer relations and establish and build new customers.
- Compile, analyze, and interpret data generated by marketing efforts and initiatives, and measure its impact and results.
- Provide legendary customer service. Anticipate, identify and evaluate customer needs and guide buying decisions by making product recommendations based on needs analysis.
- Support and service existing accounts; establish new accounts and ensure orders are obtained and processed.
- Liaise with customers to identify special needs. Maintain positive and professional contact with emphasis on sales goals accomplishment, while building loyalty and networking with existing business for future business.
- Provide support and visit sustainable farming locations.
- Develop and execute strategies to achieve customer service goals and quarterly/annual sales goals.
- Develop and drive the territory sales forecasts.
- Assist with product development and pricing.
- Inform management and territory teams by submitting activity and results reports, including daily call reports, weekly work plans, and monthly/annual territory analysis.
- Augment sales staff accomplishments and competence using proficient communication skills. Plan delivery of solutions, answering technical and procedural questions, and teach and mentor less experienced sales staff.
- Provide the team with support, input and direction on marketing events to meet team goals.
- Craft sales presentations specific to customer type and needs in conjunction with other territory team members.
- Monitor industry competition and gather current marketplace information on pricing, products, delivery schedules, shipping fees, merchandising, sales volume in the territory, etc., to enhance focused sales efforts.
- Maintain professional and technical knowledge; review professional publications; attend educational workshops; establish personal and professional networks; and participate in industry memberships.
- Utilize critical thinking skills and judgment to adapt to changing work and industry conditions. Grasp, communicate and apply new industry developments with the team and staff.
- Contribute to performance reviews of all territory team members.
- Overnight travel for visits to current and potential clients and trade shows, as required.



Skills and Competencies:

- Expert in sales skills: a skilled negotiator, problem-solver, and sales closer who anticipates needs, and develops long-term business relationships.
- Proficiency with PCs and Microsoft Office Products.
- Possesses strong business acumen.
- Ability to thrive and prioritize under high pressure
- Exceptional “outside” sales and marketing, customer-focused experience with an impressive track record.
- Able to present detailed information about Tropical Aquaculture Products.
- Proven ability to learn.
- Excellent organizational and time management skills.
- Must be a self-motivator with a positive, can-do attitude.
- Determination to focus on goals until achieved.
- Track record of meeting or exceeding sales goals.
- Travel required to assigned territories.

Qualifications:

- Bachelor’s degree or relevant work experience in a sales office environment.
- Sales or customer service experience in food or retail required.
- Seafood industry experience preferred.
- Able to travel as required
- Excellent organizational, communication, and interpersonal skills.
- High, focused attention to detail required.
- Experience with international business, Spanish/Portuguese proficiency helpful.

Benefits: Competitive compensation package. Medical, Dental, 401K, Vacation

**To apply for this position please send your Resume and Cover letter to ~
resumes@eattilapia.com**

Posted On: 09/05/18

Closing Date: Open Until Filled

Telecommute: No

Categories: Business Development, Marketing, Sales

Job Type: Regular

Job Status: Full Time



Travel: Up to 25%

Career Level: Midlevel (2-10 years' experience)

Minimum Degree: Bachelor's Degree

Pay Type: Salary, plus commission

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Email Applicants

Applications will be sent to: resumes@eattilapia.com with the subject of Application for Business Development Manager