

DoD Business Development Specialist

As the DoD Business Development Specialist, you will represent a reputable leader in Extended Reality technology, to establish and grow market share within military and enterprise sectors. You will be promoting solutions for the warfighter that provide value from day one: our high-quality software authoring platforms and professional services solutions have an established track record in markets that are trailblazing and standardizing Augmented Reality, Virtual Reality, and Artificial Intelligence. You must have a solid DoD sales track record and be motivated and ready to establish game-changing technical advancements in training, performance, and readiness to support our nation, our allied partners, and industry.

In this position, you will be responsible for developing and establishing market share through direct sales and partners in verticals that include military, aerospace, and manufacturing.

This is a new position that will work collaboratively with and report to the President.

Job Description

- Develop and implement an Enterprise Territory Business Plan to drive sales of software products and services, and to gain market share with new product launches, to include:
 - Annual Plan based on your KPIs to include detailed 30-60-90 Day Plan
 - Breakout of strategy and revenue targets by company product line, professional services sales, partner sales, referral sales, all tied to a timeline
 - Detailed sales and marketing strategy and tactics by military service and industry, based on company/DoD product, existing company use cases, and your industry/DoD contacts and experience
 - Identify specific Industry Initiatives around XR / Digital Twin / Industry 4.0
 - Provide News / Documents / Articles and other information to substantiate your strategy and gameplan
 - Provide the Money Trail that supports your focus
 - Map each industry to our product solution set
 - Identify your specific contacts and areas of experience that will enable you to penetrate these industries or DoD services
 - Identify partners that will enable you to penetrate these industries
- Demonstrate software products and solutions to both technical users and leadership and articulate the technical and business applicability in the DoD/customers ecosystem
- Understand and analyze customer business problems, determine the best software and services that are applicable, articulate the solutions customer's level of desire in solving those problems
- Generate and develop new leads into prospects and customers, by identifying business needs and articulating how our solutions benefit the end user and enterprise
- Assessing GovWin and Partner opportunities to determine which are winnable, and working with government, partners and points of contact to help shape RFPs to apply to our software ecosystem

- Develop BOEs and Proposals including strategy, win themes, solutions, writing, schedules, staffing, pricing, past performance, resumes, and other proposal actions
- Accurately report sales pipeline, including closure dates, risks, industry opportunities, and areas to develop the product and solutions, to executive leadership
- Design marketing plans materials and sales presentations to prospects, customers and through events (such as webinars) to generate interest and maximize market share of the product portfolio
- Develop and train new partners and manage existing teaming partner base to maximize opportunities within your channel
- Accurately report sales pipeline, including closure dates, risks, industry opportunities, and areas to develop the product and solutions, to executive leadership
- Consistently achieve quota
- Mentor and manage Business Development and Digital Marketing activities as needed
- Document all contacts, activities and opportunity status in Salesforce
- Work closely with the President to support his engagement and travel calendar and your own, to ensure the optimal advancement of business development objectives

Requirements

- 5+ years' experience with the DoD business development or equivalent
- Consistent track record of achieving and exceeding quota
- Knowledge of Shipley Capture process, with emphasis on shaping
- Proactive communication and customer facing skills with thorough follow through in all aspects of the sales cycle
- Aptitude to quickly learn, document, and converse about highly technical solutions and new technology
- Experience with lead and pipeline activity in CRM such as Salesforce
- Track record consistently generating leads and new business in new emerging markets
- SaaS & Solution sales / consultative-oriented sales experience in all aspects of the complex software sales cycles with large organizations selling to senior leadership
- Familiar with RFP, RFI, Task Orders, and other government solicitation documents
- Track record of developing new partners, and ongoing management of channel partner sales
- Disciplined management and report of entire sales pipeline
- Strong communication, negotiation, and interpersonal skills
- Positive, self-motivated team player and creative, out-of-the box thinker
- BA/BS degree or equivalent
- Preferred: prior military experience

Benefits

- Salary + Commission
- Healthcare Insurance (Health, Vision, & Dental)

- PTO/Sick Time
- Life Insurance
- Profit Sharing & 401K
- Growth Opportunity