

Business Development Associate

Impact is seeking a full-time Business Development Associate to join our North America sales team.

About Impact

Impact is a global, award-winning leadership/talent development firm, in business for 42 years. Clients value our custom-design orientation and real issues-based experiential learning approach. Training Industry has recognized Impact as a Top 20 Leadership Training Company for 13 consecutive years.

Role Overview

The BD Associate is a key member of our US sales team, supporting client acquisition and new business development. This role is integral to driving profitable revenue and expanding Impact's client base, which includes major multinational organizations like Pfizer, PepsiCo and Google.

We are looking for a talented individual to help us increase sales inquiries by:

- Proactively **generating new business leads**
- **Nurturing marketing leads** that come from a wide range of sources

This is a great opportunity to shine, contribute and grow professionally in a fast-paced, global consulting firm.

Responsibilities

- Partner with the US sales team to conduct proactive outbound prospecting via email, telephone, and social media for lead generation and business development
- Qualify prospects and potential opportunities as a good fit for Impact
- Partner with account managers to identify and target new prospects and buyers within existing accounts to generate introductory meetings
- Respond to leads that come from Impact's website, eNewsletter, events and other marketing activities
- Build and nurture pursuit relationships with prospects, leveraging a consultative approach to learn about their key priorities, planned initiatives, and implementation timeframe
- Key buyers research and addition of new leads to Impact's target list and CRM
- Ongoing updating of Impact's CRM system – ensuring relevant and accurate data is maintained

Requirements/Success Factors

- Ability to represent Impact's solutions and value proposition to senior-level buyers at Fortune 500 companies across the US and Canada
- Outstanding verbal communications and business writing/email prospecting skills
- Ability to 'have the conversation' with prospective buyers in introductory/discovery calls and via email correspondence
- Ability to position Impact's custom and tailored design solutions in relation to client business and leadership development needs
- Strong B2B professional services and internal client service orientation
- Self-starter able to work independently as well as in a collaborative team culture
- Commitment to personal learning and professional development, welcoming feedback
- Undergraduate degree preferred



IMPACT

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www.impactinternational.com

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Compensation/Benefits and the Impact Culture

- Competitive base salary + incentive pay for qualified leads generated
- Bonus scheme based on annual company-wide profitability
- 401(k) retirement plan participation opportunity
- Company-sponsored health and dental insurance
- 25 vacation days annually; 9 federal holidays; additional 3 days for ESG sustainability work in local communities around the world
- Impact is recognized as a Great Place to Work®
- Impact is a signatory to the UN Global Compact's Sustainable Development Goals and Declaration of Human Rights
- This position is based in the US with the opportunity to work remotely from your home office
- We place an active emphasis on supporting the wellbeing of our people
- We are committed to fostering ongoing personal and professional development
- Open, collaborative, low hierarchy organizational culture
- We embrace adventure and fun – where else would you celebrate the biggest mistake of the year with a trophy and an awards ceremony?!

Would you like to join our team?

We'd love to hear from you if you like the sound of us and you think we'll like the sound of you!

Apply via our website www.impactinternational.com

