



## Business Development Executive

### Why Springbrook:

Springbrook Software is the leader in cloud-based ERP and payments software for local municipal governments and special districts. For over 30 years, Springbrook has set the industry standard for how for how small and medium sized municipalities and utility districts operate with high efficiency, economy, and security. More than 1,000 cities, towns, and districts from coast to coast use our suite of modern, high-performance solutions to manage their finances, payroll, and utility billing. We believe in a citizen-centric government that empowers its community with financial transparency, efficiency, and a seamless payment experience.

We offer employees a culture that emphasizes performance, productivity, and collaboration. You will be empowered and engaged working with like-minded individuals who are driven and passionate about contributing to a market-leading software organization with proven technology.

While we are busy changing the world, we also strongly believe in having fun and excitement at work as well as encourage a collaborative and healthy work-life balance.

If you are motivated by the idea of delivering on the promise of solving for a new era of more efficient, open, and innovative governance, then we'd love to hear from you.

### Where You Fit:

Springbrook is currently seeking a **Business Development Executive** to focus on hunting for New Logo opportunities in the Small/Medium Government Agency arena. The Business Development Executive will be responsible for selling Springbrook's subscription and perpetual license offerings.

The ideal candidate is experienced at managing a sales territory and pipeline, actively engaging in outreach, and working with prospects to nurture their development into qualified opportunities. They understand that pipeline building and development is the foundation of success in this hunting role. They will understand how to use their Sales Engineer, Manager, and supporting executive team in a way that leverages those resources to gain momentum with their prospects. They will also have a solid foundation in early stage discovery, needs development, and establishing compelling business consequences that drive decisions. The ideal candidate will act as a consultant and be able to translate Springbrook product offerings into solutions to those identified needs. They will understand the importance of competitive differentiations, and how to establish important buying criteria that their prospects should consider in their decision. And the ideal candidate will have the competitive spirit and desire to compete to win, and to exceed their quota target. They will bring enthusiasm and energy to the role in a way that spreads to all who interact with them.

Activities will include assisting with direct marketing and lead generation campaigns, working directly with marketing on events and trade shows, prospecting, contract negotiation, arranging customer references, and leading prospect meetings that include Discovery, Demonstration, and Solution Proposal. Extremely important is the dedication to clean, complete, and accurate recording and maintenance of Salesforce Account, Contact, Opportunity, Call/Email, Task and Event records. This position requires moderate travel.



### Responsibilities:

- Achieve quarterly and annual booking targets
- Identify and build relationships with key decision makers in prospect organizations
- Reach out to prospects on a regular basis to develop relationships, understand their needs, and nurture them into active opportunities
- Conduct business meetings via telephone and web conference
- Develop an understanding of business issues and opportunities to deliver high-impact solutions and value propositions
- Create strong customer loyalty with New Logo accounts
- Use existing media and tools to create compelling sales presentations
- Develop actionable business plans that provide you a roadmap to success
- Lead the development of account plans and manage periodic account reviews
- Manage an existing account and continue to build pipeline
- Maintain CRM database (Salesforce) with accurate prospect information
- Coordinate sales activities across many lines of business such as executive, support, delivery, and finance
- Ability to accurately forecast opportunities for a rolling 12-month cycle, focusing on current quarter and next quarter forecasts
- Facilitate discussions internally and externally relative to coordinating strategic leverage that will drive opportunities forward in the sales cycle, and to minimize potential objections
- Provide proactive sales feedback on product roadmap, delivery, and support initiatives
- Support Regional and National trade shows and industry events

### Required Qualifications:

- Track record of consistently meeting or exceeding quota
- Minimum 2-4 years of New Logo sales experience selling enterprise wide solutions (both software and services) to local government agencies or the private sector in a hunting role
- Strong interpersonal communication skills and a proven track record of achieving set goals
- Experience with the proper use of Salesforce
- Strong prospecting skills
- Time management, with the ability to focus on daily activities that drive either pipeline growth or revenue generation
- Outstanding interpersonal communication skills
- A bachelor's degree in a relevant field of study

### Desired Qualifications:

- Industry domain knowledge, with preference given to candidates with ERP or Accounting software sales experience
- Familiarity with government sales cycles

**We offer competitive salaries and excellent benefits**

**Springbrook is an Equal Opportunity Employer**