

Business Development, Affiliate & Retail Sales



BOATsmart!® Canada is the nation's largest boating educator and provider of the Pleasure Craft Operator Card. Recognized in 2011 as Canada's 30th fastest growing company (PROFIT 200), we are a sales and marketing driven organization enabled by our executional excellence and digital capabilities. We are looking for a superstar **Business Development** talent to join the team in our Peterborough (Ontario) office. Considered entrepreneurial by nature by your peers and someone who likes a good adventure in their spare time, you are able to build innovative sales and marketing plans to grow your account base and build your customers business. Enticing? Read on.

Overall Description

Reporting to the Director of Marketing, you are responsible for all sales activities (lead generation, new customer acquisition, and customer retention) in assigned accounts and regions. You manage quality and consistency of product and service delivery, and find new ways of helping your customers to generate revenue. You are P&L conscious and can lead the development and implementation of retail marketing initiatives. Ultimately, you will build a best-in-class national network of Certified Affiliate Examiners and Instructors, as well as strong retail partnerships.

Position Duties and Responsibilities

- Delivers assigned sales volumes by selling company products and services to current and prospective clients.
- Develops plan to generate new customer leads, convert prospects into customers, and manage contracts ongoing.
- Develop and implement marketing initiatives to broaden the scope and revenue of the Affiliate program.
- Develop and implement marketing initiatives to ensure Affiliates achieve sales success and turnover their inventory.
- Implement an Auditing program to monitor Affiliate program compliance.
- Develop and maintain sales materials and current product knowledge.
- Implement a regular call-cycle to establish and maintain current client and potential client relationships.
- Proactively identify and resolve client concerns.
- Manage Affiliate and Retail P&L, prepare status reports, and action plans to close gaps.
- Manage accounts receivable and collect payment from customers who are in arrears.
- Communicate new opportunities or developments obtained from customers to appropriate company staff.
- Communicate new product opportunities, and Transport Canada updates to Affiliate and Retail customers.
- Coordinate and lead internal resources to accomplish the work required to generate sales.

Education and Work Experience

- Bachelor of Business Administration or Commerce.
- Minimum of 2-3 years of sales and/or business development experience.

Other Requirements

- Visibility requires maintaining a professional appearance and providing a positive company image to the public.
- Travel to clients (this requires the possession of a valid provincial drivers license within 60 days of employment).
- Strong communicator, articulate, and able to develop and deliver impactful presentations.
- Strong interpersonal skills and ability to persuade and influence others.

Email your resume to GreatJobs@BoatSmartExam.com
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