

# BUTTERBALL® FARMS, INC.

*Imagine Butter Differently*

[Butterball Farms, Inc.](#) is a world-class food manufacturer on a mission to Enrich Lives and has been recognized as a West Michigan and National Best and Brightest company to work for three years running. With over 60 years in the industry Butterball Farms, Inc. works hard to enrich the lives of our customers, employees and our community. We imagine butter differently, have a highly recognizable client list and are known by our customers for our innovation, reliability, responsiveness, and our value-add approach to business. Our amazing culture is recognized globally. We are financially sound, rapidly growing and poised for continued success.

**Are you the consummate Sales Hunter that loves the idea of building a new sales channel through the acquisition of new customers and then ensuring there is a strong retention program to build a predictable stream of revenue? Do you enjoy working in a cross-functional, collaborative environment to structure deals and initiatives that are a win-win-win for customers, consumers, and your company? Do you use a CRM program to help track and report your activities to help maintain a large book of business? Do you have knowledge and contacts in the Food Service channel, and possibly the Transportation (Cruise, Air, Rail), Convention, and Government/Military segments? If you think this sounds interesting and you might be a solid match, then please read more about the position and let us know if you are interested.**

## **Business Development Manager**

**There are four broad areas that you will impact:**

**New Business Development  
Customer Retention  
Business Development Planning  
Management and Research**

**As a Business Development Manager, you will have the following key responsibilities:**

- Grow the business
- Improve our organization's market position
- Achieve financial growth
- Define long-term organizational strategic goals to develop pipeline of new business
- Maintain extensive knowledge of current market and competitors and identify and develop the company's unique selling propositions and differentiators
- Identify and prospect business opportunities through networking, cold calling, advertising, research and other creative ways to generate interest from potential clients

- As a senior sales manager you will identify and create custom solutions
- Set targets for sales
- Build and present solutions and services to customers in a way that speaks to their needs, concerns and objectives and meet or predict their future needs
- Handle objections by clarifying, emphasizing agreements and working through differences to a positive conclusion
- Build customer relationships
- Negotiate using a variety of styles to close business deals
- Work with an internal team to increase sales opportunities and maximize revenue for the organization
- Manage customers to ensure they stay satisfied and positive
- Retain existing accounts and grow them
- Plan persuasive approaches and pitches to generate customer interest
- Develop rapport with customers and provide support that will continually improve the relationship
- Work with mid and senior level management, marketing and technical staff
- May manage activities of others responsible for developing business
- Participate in pricing the solution/service
- Use a CRM program and other sales management systems to effectively document contacts, prospects and progress ensuring data is correct to maintain a large book of business
- Present to and consult with mid and senior level management on business trends with a view to developing new services, products and distribution channels.
- National responsibilities, travel expected to be 50%
- Our office is located in Grand Rapids, MI however this can be a home-based position.

**We Offer:**

- Industry leading culture
- A mid-size organization with the expertise of a larger organization but the nimbleness of a smaller entrepreneurial company
- Dedicated, competent cross functional support team
- National and Regional development opportunities

**How Much Can You Earn?**

You will realize financial success by taking ownership of and building a sustainable sales channel. We offer a bonus opportunity based on pounds sold over prior year to help you create your definition of financial SUCCESS!

**As an ideal candidate, we are looking for the following:**

- Proven sales success
- Bachelor's degree required, MBA helpful but not required
- A minimum of five years' experience in sales

- Thorough knowledge of the market and competitors
- Excellent presentation skills
- Research skills including prospecting
- Experience identifying customer needs and challenges and developing solutions
- CRM and Sales management system tools experience
- Microsoft Office skills
- Demonstrated ability to design a system to continuously generate quality leads, as well as build relationships with national account companies
- Organized and detail oriented individual who values open and constant communication
- Sets a goal and then takes action to conquer it
- Someone who gets stuff DONE!

If you are interested in this exciting opportunity, please submit a cover letter telling us why you're interested and your resume to **Resumes@Butterballfarms.com**.

*Butterball Farms, Inc. is proud to be an Equal Opportunity Employer*