



Position for: **Business Development Associate**

Job type: Full-time position

Location: Aiken, South Carolina

The Marketing Department at Southwest Solutions Group® has a great opportunity for someone with a passion for business development with a fast-paced B2B company.

### **Job Description**

We are seeking a self-motivated individual with the capacity to work both alone and with a team. You will be working closely with sales reps and other team members to research and identify sales opportunities for your assigned sales reps. Making phone calls and email introductions to schedule appointments and luncheons as well as contacting existing customers and maintaining positive client relationships.

### **Specific Responsibilities**

- Set and assist with appointments for sales reps with clients via phone, email, or other methods
- Use business journals, construction reports, LinkedIn, and other research methods to identify future lead opportunities
- Tradeshow support and follow up on all leads for assigned sales reps
- Receive web leads to call on for assigned sales reps
- Monitor and respond to Live Chat
- Assist in establishing and executing strategic marketing plans to achieve corporate objectives
- Monitor construction manuals to find new construction, renovation projects in assigned areas
- Work closely with assigned sales reps to identify key contacts they would like to meet
- Maintain customer database for use of internal and external mailing lists
- Assist in developing calling plans, defining roles and responsibilities, and scope of work for each project
- Provide post-event, analysis, and status reports on marketing programs

### **Skills and Experience**

- Must be able to work in a fast-paced, collaborative environment
- Communication and speaking proficiency
- Ability to work quickly under time pressures, changing priorities, and deadlines
- Computer experience is a must.
- B2B experience is a plus

### **Education**

Experience preferred. Candidates from other streams with a proven experience are encouraged to apply.

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