

# ENERGY EFFICIENCY PROGRAMS, INC.

## JOB DESCRIPTION

Position Title: Sales and Business Development Director  
Exempt (Salaried)

Revised: November 2009

### **Purpose of Position:**

The Sales and Business Development Director for Energy Efficiency Programs, Inc. is responsible for the strategic and tactical planning for the national rollout of energy conservation programs as well as the execution of approved plans for revenue generation for our Schools for Energy Efficiency Program<sup>®</sup> (SEE) and programs for other markets as developed. The position reports to the President of the firm.

### **Typical Duties:**

The duties listed below are typical job duties for the position, but are not all encompassing. Each individual is expected to perform any duties required to deliver a quality program on schedule and within budget.

- Develop goals and strategies for bringing SEE to School Districts on a national basis through multiple channels.
- Lead prospective customers through the sales cycle to the execution of a contract.
- Recruit strategic partners (utility companies and distributors).
- New business prospecting and development, client meetings, presentations, proposal and contract preparation.
- Participate in trade shows, exhibits, and product informational meetings.
- Exercise strong selling skills, with exceptional analytical, negotiation, organizational and communication abilities.
- Work with after sale Implementation staff and Product Development staff to ensure continuity of product and service quality.
- Work with sister engineering company for cross-selling opportunities.
- Regularly review strategy and goals with management to find ways to meet and exceed targets.
- Monitor and report on competitor performance and market trends.
- Project professional company image to customers and employees.
- Other duties as necessary and assigned.

### **Limits of Authority:**

Work closely with the President to identify potential markets and set activity and results goals. Has the authority to utilize appropriate company resources in such a way as to meet business development and revenue goals.

### **Relationship to Others:**

Reports to the company President and works professionally and cooperatively with other managers (and all staff) in the SEE program (marketing/PR, product development, program support, utility tracking and administration) and sister company.

### **General Requirements:**

- Bachelors Degree in Business, Engineering, Marketing or related fields from an accredited University
- Minimum of 15 years experience in sales, business development and customer service related industries.
- Knowledge of energy or green field is a plus.
- Experience in national business-to-business sales required and education or government market sales experience a plus.
- Must be able to communicate with a variety of individuals and able to follow verbal and written instructions/directions and respond to inquiries.
- Must be a self starter, able to operate a computer and other business office machines and able to move about the work area and travel nationwide as needed or required.

This list is not intended to provide an exhaustive list of duties performed by the incumbent. Duties may be changed throughout the course of employment.