



## **MINDING YOUR BUSINESS NEW ACCOUNT DEVELOPMENT (CHICAGO)**



### **ABOUT MINDING YOUR BUSINESS**

Since 1993, Minding Your Business, Inc. has helped organizations communicate their messages more memorably through strategic and innovative approaches to meetings and events. Headquartered in Chicago, with an office in Atlanta, they serve a growing list of clients hosting meetings and events from Boston to Buenos Aires.

The philosophy is simple: work smart, creatively, collaboratively and always with a sense of humor. They approach every project with an open mind, integrity, and uncompromised professionalism. The goal is to be the partner that “gets it” and gets it done right. It's passion that drives the commitment to client service and to creating flawless, creative, and on-the-mark experiences.

To achieve great things, you have to start with great people. Minding Your Business is a diverse group of polished meeting and event specialists who continually seek new ways to inspire themselves, clients, and the audiences they serve.

To learn more about the please visit their official site at <http://www.myb.net>

### **CAPABILITIES**

At Minding Your Business, capabilities are possibilities. They meet your communication goals by understanding your needs, not by simply offering a laundry list of services.

### **MEETINGS**

Their meeting expertise is as diverse as the clients they serve. They have planned and produced large conventions with multiple educational tracks and high-touch pharmaceutical meetings; multi-city road shows and extravagant product launches; motivational sales meetings and multi-national consumer events. Whether sizzling or straightforward, local or global, every meeting is met with a precise mix of strategy, creativity, and logistical resourcefulness.

## **EVENTS**

In the age of experience the bar hasn't simply been raised, it's been reinvented. The creative minds at MYB are the remedy for been-there-done-that audiences.

Creating the WOW factor is not only a point of distinction for their services, but a point of pride. Original, unexpected, and always appropriate, they blend equal parts sizzle and strategy to create memorable and results-driven events. They recognize that events are a key element of integrated marketing strategy and work collaboratively to design an event that supports brand, builds loyalty, and captures attention.

## **Production**

Whatever the objectives, MYB's talented production team will make the message come to life and resonate with the audience. Their creative and technical expertise collaborates to produce multi-sensory experiences that effortlessly weave a message throughout the event, using entertainment, audio-visual and stage design.

## **Registration**

First impressions are lasting. Minding Your Business registration services ensure that the first introduction to your company's experience is a positive reflection of your brand.

Their approach mixes the appropriate use of high tech and high touch. The online tools are easy-to-use yet robust enough to track important demographic information, collect fees, communicate program updates to registrants, and generate custom reports. The Registrar for the event provides the personal touch with the friendly voice of the event to answer questions, resolve inquiries, and begin the dialogue that will connect audience with communication.

## **Marketing**

Buzz, beautiful buzz. The marketing services transform an "I have to go" function into an "I can't wait to go" experience.

In-house design professionals create and support the branding of the event-as well as your overall brand-by developing an integrated campaign that brings the marketing strategy to life.

Concept development, the event theme, its look and feel are all woven into an exciting package to entice attendance and communication.

## **SUMMARY OF POSITION**

This position reports to the Vice-President of Sales, with a focus on developing new relationships in order to uncover opportunities and build business.

## **DUTIES AND RESPONSIBILITIES (INCLUDE, BUT ARE NOT LIMITED TO THE FOLLOWING):**

### **Prospecting**

- A. Uncover targeted business prospects through current company files, personal lists and contacts, periodicals and industry peers.
- B. Build and maintain prospect source list and solicit appropriately through direct mail, e-mail, phone calls, industry meetings and networking engagements in order to qualify potential business opportunities.
- C. Actively seek and secure appointments for capability presentations.
- D. Prepare and present creative capability presentations.
- E. Use in-house contact management system, Goldmine, to track all sales activity.

### **Relationship Selling**

- A. Demonstrate expertise, honesty and solid listening skills in order to build credibility and trust, offering recommendations and solutions that support client objectives.
- B. Build and maintain professional rapport with clients. Collect, communicate and organize important account and client information in contact management system, Goldmine, and track important dates.
- C. Submit prospect and client names for internal events, such as golf outings and theater evenings.
- D. Appropriately entertain qualified prospects and current clients to help build personal relationships.
- E. Understand clients' business and industry to add value to the goal-oriented solutions we recommend.

### **Lead/Proposal/Contract Management**

- A. Manage in-coming leads as assigned, fully qualifying them, uncovering needs.
- B. Maintain lead log with active leads, action steps and dates.

- C. Seek client feedback throughout sales process, particularly during needs assessment, proposal and contracting to insure that we present a targeted solution.
- D. Write and submit creative and tailored proposals.
- E. Quote pricing and create budgets that support the profitability goals of company.
- F. Identify up-selling and cross-selling opportunities for company and affiliate products and services.
- G. When appropriate, research destinations and hotels and demonstrate expertise and value to clients in contract negotiations on their behalf.
- H. Update and maintain current destination and hotel knowledge to better act as consultant to clients through industry trade shows, periodicals, and vendor presentations.
- I. Close business and exceed quarterly net revenue goals.

### **Marketing and Industry Involvement**

- A. Actively participate in the development and implementation of marketing initiatives and strategies.
- B. Maintain a high level of visibility in the meetings industry and actively serve as a company ambassador at industry-related trade shows, educational events and networking functions.
- C. Build and strengthen relationships with industry suppliers and other strategic partners.

### **Miscellaneous**

- A. Stay current on industry trends in meetings management and event production to remain a valuable consultant to prospects and clients.
- B. Invest necessary time and energy to learn the specifics of our business to better communicate and sell our services.
- C. Support the team as needed, drawing upon industry experience. This may take the form of assisting in planning and hands-on operations tasks from time to time, as well as internal training functions.
- D. Work with a sense of humor, flexibility and passion.
- E. Conduct all business matters fairly, honestly and ethically and with the utmost professionalism.
- F. Communicate proactively, clearly and appropriately to clients and internal team members, maintaining accurate records and account information.
- G. Interact and build relationships with internal resources and staff.

H. Contribute to the development, implementation and improvement of company procedures and systems.

**CORE COMPETENCIES AND CHARACTERISTICS NEEDED**

- Strategic Thinker
- Collaborative
- Able to change gears seamlessly
- Good Prospecting Skills
- Able to Work Independently
- Conscientious, Talented, Creative
- Exude Positive Energy
- Likeability Factor
- Passionate
- Good Integrity

**IDEAL BACKGROUND AND SKILL SET DESIRED**

Exposure and understanding of Experiential Marketing is a plus.

CMP or CMM is a benefit but not required.

Excellent Sales Skills.

Experience working in an event or hospitality sales environment successfully selling event products and services.

**KEY PRIORITIES FOR THE FIRST 12-18 MONTHS**

- 1) Meet and exceed quarterly sales goals.
- 2) Learn & internalize what they do; competitive advantage and how they sell it.
- 3) Connect with current prospects.
- 4) Build on new business opportunities.
- 5) Attain all agreed upon activity goals.

***If you are interested in this position please respond via e-mail with cover letter, resume, and compensation information to Kellie Henderson, Executive Recruiter, SearchWide™ [henderson@searchwide.com](mailto:henderson@searchwide.com) or call 703-942-5465***