MCG: Market Connect Group

**Title:** Business Development Coordinator

**Location:** 200 Broadacres, Bloomfield NJ

**Job Type:** Full-Time (Entry Level)

**Compensation Type:** Salary  
**Wage:** $35,000-$40,000/yr

**Start Date:** ASAP

**Job Description:** This person will support the VP’s of Business Development in obtaining information and qualifying cold, warm and hot leads. This person will be engaging in outbound sales calls, business development, follow up and marketing as you succeed in prospecting and developing potential new clients. The ideal candidate will have a passion for sales and interacting with people. This will be demonstrated by your ability to prospect new clients, engage and educate customers on our products & services, and set appointments.

**Primary Responsibilities:**
- Conduct outbound calls of cold, warm and hot leads and qualify potential Clients through a brief questionnaire process
- Deliver excellent sales/customer service as you proactively greet, educate, and engage customers on our services
- Input detailed data into Salesforce.com database; follow up as required
- Prepare and send sales proposals to potential Clients
- Maintain a socially-focused, engaging, and persuasive communication approach in any setting
- Engage in solutions-based conversations to influence customers to learn more about our services and, ultimately, get appointments
- Understand and articulate product and service details in an outgoing, enthusiastic and confident manner
- Achieve established sales goals and objectives based on appointments set
- Work closely with VP’s of Business Development on lead generation and optimization
- Provide support to the VP’s of Business Development during Trade show events and customer presentation

**Qualifications:**
- Bachelor’s Degree
- Advanced knowledge of Microsoft Office – Excel, Word, Outlook
- Experience in Salesforce.com platform a plus
- Strong written, verbal, and organizational skills
- Highly motivated, professional, & dependable, Results Driven, Ability to multi-task
- Ability to think “out of the box”
- Energetic, enthusiastic, and prone to take action
- Ability to analyze and interpret information promptly
- Detailed oriented and excellent follow through skills
- 1+ years’ experience in an inside sales, business development, or sales support role
- Prior knowledge of Merchandising Service Organizations a plus
- Experience in working with manufacturers and/or retailers
- Some travel will be required
**Application Instructions:** To apply, please send resume to LeaderR@mcgconnect.com.

**About the Organization:** MCG: Market Connect Group is a premier service organization that partners with both manufacturers and retailers to increase sales at store level. We provide in store services to department stores, mass merchants and standalone retailers throughout the United States and Puerto Rico. At MCG, we identify your interests and talents and match these within our specialized service teams.