



Senior Business Development Executive

Digsite www.digsite.com

Are you interested in enabling brands to create exceptional products and marketing programs by helping them answer critical business questions during development? Digsite is seeking an outstanding business development professional with experience selling to marketers at consumer products companies to do just that. Our social media-style SaaS insights platform improves on surveys and focus groups by making it possible to recruit, engage and iterate with a targeted group of consumers in as little as 24 hours.

Opportunity Snapshot

We are seeking an exceptional new business sales professional for this opportunity.

- Consumer-driven companies are constantly building new and differentiated products and marketing programs. Digsite's mission is to enable those brand creators to engage consumers to make informed decisions throughout the brand development cycle.
- This full-time position will drive Digsite's growth in consumer-driven organizations and agencies. You will own the full sales cycle, identifying prospects and working with marketers, agencies and researchers to understand their needs, evangelizing Digsite, and closing them on incorporating Digsite into their product and marketing plans.
- You will also work closely with the customer success team to deliver an outstanding experience for our customers that leads to high retention and deep, growing relationships.
- You'll be well-compensated for results. We believe in rewarding people for great performance.

The Requirements

- Demonstrated ability to exceed annual goals consistently for new customer acquisition and upsell.
- A minimum of 7 years of experience selling within a SaaS space, with at least the last 5 years in a business development role.
- Experience selling SaaS solutions & services targeted to marketing decision makers (e.g. Marketing, Brand or Product Management, Research/Consumer Insights) in consumer-driven companies and agencies preferred.
- Network of contacts in key industries and agencies that can be leveraged to build prospects for Digsite.
- Experience developing a prospect list and managing deal stages in CRM systems.
- Outstanding communication and presentation skills (verbal and written).
- Comfortable and effective demonstrating products online and in front of an audience.
- Brings a high-energy, hands-on approach to situations common to a rapidly changing, entrepreneurial environment.
- Excellent time management and follow-through on commitments
- High ethical standards

The Role

- Develop a pipeline of qualified prospects, based on strategic industry/customer targets



- Interact with prospects and customers, primarily over the phone and via email
- Understand prospective customers' needs and recommend solutions to meet those needs
- Prepare and deliver capabilities presentations, clearly articulating Digsite's value proposition
- Develop proposals and negotiate deals
- Attend industry trade shows or conferences to build prospects and opportunities for Digsite (role includes 10-15% travel)
- Ensure a clear, smooth transition to the customer success team to create an outstanding experience for customers
- Build strong, trusted relationships with customers
- Track key metrics and outcomes to ensure repeatable success

Why Digsite?

- Companies today need more agile, iterative market research tools to stay on top of market trends. Industry momentum has shifted recently to nimble qualitative insight tools like Digsite.
- Digsite is an emerging leader in this space. Our platform enables brands to get the consumer feedback they need to build innovative products and marketing programs.
- We work with leading brands, including Dannon, Sub-Zero, Sony Interactive Entertainment, Organic Valley and more.
- You'll be a part of a fast-growing startup company where you can have a real impact

Compensation

- Base salary commensurate with experience
- Commission with no cap on potential earnings
- Vacation and paid company holidays
- Company health insurance plan

About Digsite

Digsite® on-demand insight communities transform traditional qualitative research into an online experience that looks and feels like familiar social media. Since Digsite launched in 2014, a wide array of companies and agencies have used Digsite to identify unmet needs, generate and build on new ideas, get feedback on concepts and products and optimize brand communication. With Digsite, marketers go from unanswered questions to consumer-informed decisions in as little as one day, and can purchase subscriptions that allow their teams to iterate with consumers throughout the year.