



ADDRESS
620 Pennsylvania Dr
Exton, PA 19341

TELEPHONE & FAX
484.359.1973
610.458.4089

EMAIL
hr@worldtravelinc.com

Title: Business Development Coordinator
Business Unit: Sales & Business Development
Classification: Non-exempt
Reports To: Director of Marketing and Inside Sales

Position Summary: The Business Development Coordinator's primary objective is to support the outside sales department by qualifying and cultivate leads through the sales process. The Business Development Coordinator is expected to act as a team member and assist sales with jobs and projects to meet customer deadlines with speed and accuracy.

Essential Duties and Responsibilities:

The duties and responsibilities of a Business Development Coordinator include but are not limited to the following:

- (1) Collaborate on all internal aspects of the sales cycle, with the team of Regional Sales Manager(s), to increase sales.
- (2) Qualify and drive leads through the sales pipeline by telephoning prospects to identify appropriate contacts; contact with prospects may also be made by e-mail, mailings, facsimile, and web-based presentations.
- (3) Prospect and generate bona fide sales opportunities for Account Executives; establish quality contacts for Regional Sales Managers.
- (4) Prepare compelling documents in Microsoft Office, including Outlook, Word, Excel and PowerPoint, to advance the sale.



- (5) Communicate and collaborate internally to gather information, materials and responses necessary in tandem with the Regional Sales Manager.
- (6) Speak with Regional Sales Manager(s) following each appointment they conduct, to learn what next steps can be set into motion and what can be documented, based on what transpired in the meeting.
- (7) Assist Regional Sales Manager with creative correspondence to prospective business.
- (8) Respond to requests from potential clients for information and deliver online presentations as required.
- (9) Engage in technical and detailed discussions with potential clients through demonstrations and presentations.
- (10) Utilize CRM for data mining, tracking progress and documenting prospect updates.
- (11) Assist in RFP response process as necessary.
- (12) Remain knowledgeable about all World Travel products and conduct demos for prospects as requested.
- (13) Calculate initial pricing for all accounts and collaborate with internal management to formulate final pricing.
- (14) Establish initial agreement drafts which correlate with offers and concessions made.
- (15) Follow World Travel, Inc. procedures, guidelines, and standards in areas of customer service, utilization of management information systems, productivity, attendance, and accuracy of work.



(16) Work closely and collaborate with Regional Sales Managers, Marketing, Business Development, Legal and Management business units.

(17) Remain knowledgeable and up-to-date on changes and developments in the field of corporate travel management.

(18) Keep Management informed of all activity, including timely preparation of reports.

(19) Performs other duties as assigned.

Areas of
Accountability:

In addition to the Essential Duties and Responsibilities, a Business Development Coordinator is accountable for:

(1) Participating fully as a team member to assist as needed in completing all functions relating to identifying quality sales leads and closing prospective business.

(2) Maintaining a favorable working relationship with all other company employees to foster and promote a cooperative and harmonious working climate which will be conducive to maximum employee morale, productivity and efficiency/effectiveness.

(3) Ability to meet and maintain performance standards defined for a Business Development Coordinator.

Knowledge and Skill
Requirements:

(1) Ability to exercise good judgment.

(2) Strong written and oral communication skills are required.

(3) Ability to work as a contributing member of the Sales & Business Development team.

(4) Articulate, fresh personality that is able to quickly disarm and warm the recipient.

(5) Ability to recognize opportunities to advance a sale and act upon it effectively.

(6) Persistence and tenacity to pursue the desired end result.



(7) Demonstrated acumen of basic business mathematics.

(8) Microsoft Office expertise is a must.

(9) To succeed in this position, Business Development Coordinators must be well-organized, accurate, detail-oriented, professional and courteous.

Education and Work Experience:

Bachelor's degree preferred. Work experience should include 1-3 years' experience in a sales or sales support; experience in corporate travel management is preferred. Proficiency in MS Office, particularly Outlook and Excel, is required. Experience with Customer Relations Management (CRM) system is strongly preferred.

Physical Demands:

The physical demands described herein are representative of those that must be met by an associate to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Individuals are required to sit for extended periods of time, e.g., an 8-hour shift with appropriate break periods. Individuals must be seated at a desk with a dual-monitor computer and telephone. Individuals are required to answer the telephone and type on the computer's keyboard. Headsets for the telephone are available. Individuals are required to reach above shoulder height, below the waist, and lift items as required to file documents or store materials in a drawer or overhead bin throughout the day. Proper lifting techniques are required.

To maneuver around the office, individuals are required to walk on a level service, periodically and as necessary, throughout the day.

Work Environment:

The work environment characteristics described herein are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

World Travel, Inc.'s offices are traditional corporate offices.



For the most part, ambient room temperatures, lighting, and traditional office equipment are as found in a typical corporate office environment.

Supervisory
Responsibility:

This position has no supervisory responsibilities.

By signing in the area designated below, the undersigned approve and understand the content of this job description.

| | |
|---|------------|
| <u>Senior Leadership Team Leader:</u> | Signature: |
| | Date: |
| <u>Team Member</u> | Signature: |
| | Date: |

