

Business Development Manager

Company Background

I-Behavior Inc., a fast paced, growing database marketing services company with offices located in Harrison, NY and Louisville, CO has a great opportunity for a **Business Development Manager** in our Colorado office. I-Behavior is now a KBM Group company and part of the [WPP organization](#). (www.i-behavior.com)

Position

As Business Development Manager, you will solicit, principally via telephone, potential customers to join the I-Behavior Co-operative database. You should understand each customer's product line, marketing objective and needs on a surface level.

Responsibilities

- Understand each prospect's product line in enough depth to know their market, circulation, testing, and other co-op participation.
- Take already existing prospect lists, refine, update, and cold call prospects.
- Make 15 to 20 cold calls per day.
- Complete daily call reports detailing contact, progress and probability of success.
- Close assigned quota each month.
- Travel required to meet expectations of position.

Qualifications

- Bachelor's degree
- Experience and proven performance in direct marketing and support of direct channel sales, along with use of targeting tools in implementation.
- Prefer backgrounds on client side or serving clients in related industries: catalog, retail, solo and continuity (including publishing and not for profit), and e-commerce.
- A hands-on, self-directed individual with strong interpersonal skills that thrives in an entrepreneurial environment.

Employee Benefit Package

We offer a competitive compensation and benefits package.

To Apply

Please send resume with salary requirements to: resumes@i-behavior.com, list job code **BDM112** in subject line. (please no phone calls)