



Business Development Director
CARECENTRIX

Job Category: Sales/Marketing/Business
Development

Job Source: nrbjobs.com

Job Summary

Employment Type: Full Time

Gender: Any

Career Level: Entry Level

Salary: Negotiable

Experience: Minimum 4 years

Posted On: 28 Sep 2024

Application Deadline: 27 Oct 2024

Job Context

- We are looking for a dynamic, innovative, and creative person to join the Sales Team! The Business Development Director is responsible for helping CareCentrix achieve top-line revenue generation with key target prospects, i.e. payors, ACOs, employers across multiple lines of business. The Business Development Director will partner with Sales Leadership and Sales Leads to develop customized lead generation tactics and nurture leads to support pipeline growth. This includes researching and strategizing on potential CareCentrix clients. This role will be externally facing, customizing outreach for prospective clients and attending sales conferences when needed.

Job Description/Responsibility

- Provide oversight and centralized project management of all internal deliverables pertaining to particular sales prospects and ongoing potential prospects. This includes managing detailed follow up on high volumes of information and data.
- Partner closely with Sales Leadership to collectively manage various prospects. May serve as primary or support role depending on volume, business needs and expertise.
- Support the end-to-end new customer acquisition process, contributing to pitch presentations, providing research to Sales Leadership on opportunity sizing, pricing, payor priorities, and relationship development.
- Actively engage the market to broaden CareCentrix's brand exposure, facilitate understanding of our value proposition, generate sales leads, foster ongoing relationships and understand industry conditions/competitive activities.
- Manage top of funnel lead-gen activities including: conferences, cold outreach and collaborating with Sales Leadership and Marketing on specific campaigns.
- Leverage Salesforce to capture leads generated and updates on prospective clients.
- Identify, partner with, and cultivate relationships with internal stakeholders across functions and levels, including Medical Economics, Product, Account Management and other operational departments.
- Establish, build and maintain strong relationships with external customers and stakeholders across functions, from day-to-day procurement to C-suite level.
- Other projects and responsibilities as assigned

Education Requirements

- Bachelor/ Honors(Bachelor Degree in any Discipline) completed.

Additional Academic Requirements

- Bachelor's Degree preferred or equivalent experience

Experience Requirements

- Minimum 4 years of experience is required.

Additional Experience Requirements

- 4+ years experience, healthcare industry preferred

Skills Requirements

- Familiarity with home care services preferred
- Proficient with Microsoft Word, Excel and PowerPoint; Salesforce and LinkedIn a plus.
- Proven ability to navigate a matrixed environment by leveraging strong relationship and influencing skills; Experience cultivating, developing and expanding business relationships; Excellent communication skills (written) and Strong business and financial acumen; Strong attention to detail; Executive presence, creative and innovative; able to think outside of the box; Travel as needed (i.e. attend sales conferences)

Work Area

- Applicant should have experience of working in the following category(ies):
Sales/Marketing/Business Development

Industry Type

- Experience should include the following skills: Hospital/Diagnostic Center

Job Location

- Anywhere in the country

Address: Hartford, CT, United States

Company Profile: Health Care Services & Hospitals

Company Website: <http://www.carecentrix.com/>