



Impact Point Group, located in Denver, CO was founded in 2007 and is a proud certified woman-owned business. We are a boutique consulting firm focused on blending the art of innovative, creative thinking and design with the science of strategic planning and measurement to help our clients implement events that deliver business impact and audience delight. We provide event strategy, program design/management, speaker strategy/management, measurement consulting and facilitation services to Fortune 500 executive teams.

### **Senior Business Development Associate**

As the newest member of our team, you will be the driving force behind our BD efforts and the champion of our entire sales cycle—from prospecting and lead generation to pipeline management, costing and close. Your contributions as a Senior Business Development Associate will help us spark new relationships within Fortune 500 companies and drive long term revenue growth for IPG. The ideal candidate will be entrepreneurial minded and enthusiastic about their ability to identify and build strong relationships with key decision makers. Impact Point Group employs curious and creative thinkers, driven self-starters, and individuals with high standards who enjoy moving fast. We are looking for eager hunters ready to take their career to the next level.

If you are an ever-adapting team player that brings their intuition, creativity and analytical mindset to their sales and relationship development processes, let's talk!

#### **Spend your days:**

- Actively generating sales by leveraging your creativity, ingenuity and cultivated event industry knowledge
- Developing new and lasting business relationships using existing contacts or mining new opportunities via research, resources and marketing know-how
- Serving as the first point of contact with prospects and industry leaders, working to discover needs and presenting IPG services that can make an impact in their organization
- Working closely with the BD & Client Delivery leadership teams to develop strategies that will cultivate prospect trust, communicate our value proposition and establish key relationships with IPG subject matter experts
- Executing BD activities that will drive pipeline movement, such as coffee talks, networking activities, and sponsorships
- Contributing to the development of new product and service offerings, drawing from your cultivated knowledge of the industry and client careabouts
- Developing and implementing new strategies, systems and processes to beef up sales enablement and drive results
- Contributing to Net-New Growth Strategy—collaborate with Marketing leadership & team to develop lead generating growth opportunities
- Managing the full-cycle sales process from prospecting and costing to proposal and close

#### **Show us your:**

- Minimum 5 years in Consulting or Professional Services Sales
- Industry understanding of relevant areas such as:
  - Tech Industry

- B2B/Enterprise Corporate Sales
- Event Marketing, Corporate Marketing and Branding
- Executive presence with exceptional interpersonal, written and verbal communication skills
- Willingness to continue to learn new skills and remain adaptable
- Confidence and enthusiasm for tackling challenges and difficult conversations head-on
- Ability to juggle multiple competing priorities in a fast-paced work environment, magically keeping all the plates spinning!
- Intellectual agility—you have the ability to focus on both the big picture and manage the details
- Understanding of digital, social and mobile marketing technologies, strategies and tactics
- Experience and proficiency with MS Office, Google Workspace, Asana and Apple hardware
- Excitement for 20% travel to prospect and industry sites

**Working with us you'll enjoy:**

- Starting salary between \$75-85K. All interested applicants are encouraged to apply—starting salary will be commensurate with experience level.
- Participation in our annual Incentive Compensation Plan
- Flexible remote working location, including home officing and ability to work anywhere within the United States for up to 30 days at a time
- Comprehensive benefits package inclusive of:
  - Medical, Dental & Vision Insurance
  - Included Basic Life & Basic AD&D benefit
  - Voluntary options for Life, AD&D, STD & LTD
  - Tax savings accounts (FSA & HSA)
  - Employee Assistance Program
  - 401(k) retirement plan with employer matching
  - Paid Vacation & Sick Leave – Accrues based on years of service starting with 14 days per year
  - Up to six (6) paid holidays including our annual winter office closure (Christmas Day thru New Years Day)
- The opportunity to help build an award-winning, innovative and profitable workplace
- A driven, friendly and committed team of seasoned pros to hang out with

Insperty is assisting Impact Point Group in hiring a talented individual to join their team! Please apply [here](#) for this opportunity.