**Business Development Manager**

**Westminster Canterbury on Chesapeake Bay**

3100 Shore Drive Virginia Beach, VA 23451

**JOB DESCRIPTION**

Partners with senior managers and administrators to manage sales programs that create and deliver national sales training that support an effective and motivated nationwide outreach sales force. This position assesses training needs and develops programs focused on product knowledge and effective sales techniques and that will enable the national outreach sales teams to maximize revenue potential.

Manages, monitors and analyzes sales teams’ performance to evaluate the effectiveness of training and design follow up or ongoing programs as needed. Has strong knowledge and understanding of the organization's products, services, customers, competitors, and sales techniques. Assists in managing Outreach staff in the day-to-day performance of their jobs. Ensures that project/department milestones/goals are met and adhering to approved budgets. Has full authority for recommending personnel actions. Extensive knowledge of department processes.

The Business Development Manager is responsible to manage training activities that will help maximize the Senior Options nationwide network of outreach coordinators and clinical liaisons to maximize growth to meet and exceed budgeted numbers. This includes mentoring new outreach coordinators, designing individual and team training courses, preparing educational materials, and scheduling and identifying training needs. This position will also assist the Sr. Director of Business development in preparing monthly reports for each agency. This position will assist in developing new programs (e.g. materials for the effective start up, industry trends and changes in home health, hospice and home care). This position will team closely with finance, quality and compliance to provide integrated and professional materials to Senior Options nationwide partners.

**RESPONSIBILITIES**

* Accomplishes sales training objectives by assisting in recruiting, selecting, orienting, training, assigning, scheduling, coaching and counseling outreach coordinators nationwide.
* Manages the communication of job expectations. Plans, monitors, appraises, and reviewing job contributions. Assists with planning and reviewing compensation actions and assists site Administrators nationwide in enforcing policies and procedures.
* Achieves sales training operational objectives by contributing sales training information and recommendations to strategic plans and reviews. Responsible for preparing and/or assisting of completing action plans inclusive of: implementing production, productivity, quality, and customer-service standards. Assists with resolving problems, completing audits, identifying trends.
* Determines sales training system improvements and implementing changes nationwide.
* Meets sales training financial objectives by forecasting sales requirements, preparing an annual budget of episodes and average daily census, scheduling expenditures, analyzing variances, and initiating corrective actions in the selling process.
* Determines training requirements by studying sales and marketing strategic plans and current sales results. Manages the outreach coordinators in the nationwide network of partners in conjunction with the administrator at each location.
* Develop and implement successful nationwide outreach/sales education.
* Provides education and training to outreach coordinators, clinical liaisons, intake coordinators and others in home health and hospice processes for mission growth and best practices for establishing accounts in a nationwide setting.
* Identify needs for sales skills improvement for all Senior Options partners nationwide.
* Manage, organize and monitor every training course.
* Manage and set objectives and key performance indicators for each outreach coordinator in the network.
* Evaluate outreach team performance nationwide to ensure incorporation of taught techniques.
* Manages and maintains updated curriculum database and training records for nationwide partner locations.
* Manages, understands and coordinates the home health and hospice sales process with each partner in the nationwide network.
* Constructs trip reports which detail Senior Options suggestions for growth and strategizes with senior leadership with in each partner organization nationwide.
* Works closely with Health Information to integrate Customer Relationship Management (CRM) with other Health Information platforms.
* Manages and monitors national programs and trends related to regulatory, compliance, reimbursement changes, and requirements as it relates to mission growth.
* Participates in producing mission growth materials for monthly operations calls with partners.
* Facilitates bi weekly outreach coordination meetings.
* Identifies and manages mission growth issues needing improvement and connects the team to appropriate resources.
* Provides positive, responsive customer service as well as coaching, encouragement and support Senior Options partner staff.
* Assists Sr. Director of Business Development in account cultivation and pro forma development activities.
* Answers correspondence, email and voicemail appropriately and in a timely manner.
* When requested, presents speaking engagements and in-services
* Frequent car or plane travel to Senior Options partner agencies.
* Reports to the Senior Director of Business Development
* Provides ongoing advisory services and training to Senior Options national partner agencies’ outreach coordinators, clinical liaisons, and other positions as required.
* Collaborates with health information technology, quality and compliance, finance and billing, and clinical staff.
* Other duties as assigned.

**QUALIFICATIONS**

* Bachelor’s Degree required, in health-related field, education, business, or marketing.
* Five years’ experience in health care, with a preference for home health, hospice, and other Post-Acute provider experience.
* Understanding of the Home Health / Hospice sales process.
* Proven work experience as a sales training specialist or sales training coordination.
* Knowledge of learning principles and modern training techniques.
* Proficiency in MS Office.
* Excellent computer skills.
* Valid driver’s license and car in good working condition.
* Excellent presentation skills.
* Training management and meeting management skills.
* Ability to manage and motivate others.
* Coaching experience.
* Managing teams of people in meeting Sales Goals.
* Management and motivation for sales, selling to customer needs, customer service, and emphasizing excellence in a national or regional setting.
* Physical Requirements:
	+ Must be able to sit up to 8 hours a day.
	+ Must be able to stand up to 4 hours a day.
	+ Must be able to drive up to 8 hours a day.
	+ Travel up to 40% of time, including overnight travel to any state in the US where Senior Options has a partner.
	+ Must be able to fly on commercial airlines within the United States.

**BENEFITS**

* Health & Dental Available Day 1 for new employees!
* Dental Insurance
* Life Insurance
* Long-term Disability Insurance
* Medical Insurance
* Short-term Disability Insurance
* Employee Assistance Program
* Retirement Plan with employer match
* Paid Time Off (PTO)
* Employee Discounts
* Excellent Advancement Opportunities
* Scholarship Program for Employees/Family Members
* Tuition Assistance
* Six paid holidays
* Vision