



## JOB DESCRIPTION

Position Title	Department	Reports to
<b>Business Developer</b>	Member Development	Director of Mem. Dev.
Employment Status	FLSA Status	Effective Date
<input checked="" type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time <input type="checkbox"/> Temporary	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt	July 2023

### POSITION SUMMARY

As an integral part of the Member Development Team this position is responsible for developing, serving, and growing professional relationships with existing HPS members as well as marketing the value of HPS services to prospective members. This is accomplished through ongoing relationships and conversation with decision-makers who have a vested interest in the bottom-line health of their organization. The Member Development Team creates awareness and presents the value-added services including the HPS contracts and equipment dealerships.

### ESSENTIAL RESPONSIBILITIES

#### Growth

- Identifies regional/national customer targets, develops a process to maintain visibility with and build relationships with decision makers to foster future business opportunities.
- Develops strategic selling approach with targeted potential customers to establish key customer relationships.
- Understands key players and trends within the healthcare industry.
- Creates steady growth that is aligned with the organization and the territory that we service.
- Collaborates with key decision-makers and executives of prospective accounts to on-board and transfer customer relationships to the Member Development Team for ongoing maintenance.
- Responsible for building relationships and maintaining routine contact/meetings with Strategic Vendor Partners corporate/national/chain account managers to grow our mutual customer base.

#### Business Development

- Responsible to maintain and growth a define set of HPS Chain Members within the defined territory
- Fully utilizes HPS Application, including Maveric, to update team members on status and activities.
- Communicates and collaborates with internal and external teams throughout the sales process.
- Monitors and understands financial consolidation in the Senior Living Industry and industry trends as well as to maintain knowledge of segment through industry magazines and trade associations.
- Understands and maintains statistics on skilled care regulations and survey deficiencies.
- Monitor the RFP process for Management Companies in the Healthcare segments.
- Utilizes and applies HPS Plus Contract in evaluations for the pricing strategy to ensure the consistent growth of the program and achieve growth in the Healthcare segment.
- Create and maintain highly professional presentations and tools for current and potential Members for the Member Development team to utilize in all chain presentations.

#### Technology Systems

- HPS Contract Analysis Tool – develop member focus groups (healthcare) for continuous development of the tool.
- PO Advantage – Identify specific targets within the HPS Membership and responsible for the sales cycle from beginning to sale.

#### Trade Associations and Conferences

- Attend conferences to further knowledge and understanding of the industry and cultivate Prospective Member and Strategic Vendor relationships.
- Responsible for assisting the Member Development Team in building relationships with associations to enhance the HPS brand in each territory we serve.

- Identify key prospective members attending conferences for the Member Development Team to connect with build relationships.

#### **LEVEL OF AUTHORITY:**

- Sets Regional Marketing priorities with input from Director of Member Development.
- Processes necessary documentation to activate or terminate an HPS Membership.
- Works with office personnel to determine dues for a new Member.
- Manages a budget of job-related expenses for home office, travel, and contact with Members and vendors.

#### **EDUCATION & EXPERIENCE**

- Bachelor's degree required. Degree in Marketing or business related studies preferred.
- 3 + year(s) of experience in sales and/or presenting required.
- Proficient in Microsoft Office Suite.

#### **COMPETENCIES**

- **MOTIVATION:** Ability to inspire and encourage others to reach a goal; maintaining high level of productivity and self-direction.
- **CUSTOMER SERVICE:** A desire to serve others by focusing efforts on listening and responding effectively to questions, providing services, and evaluating customer satisfaction.
- **COMMUNICATION:** Ability to effectively receive and express ideas, both written and verbal; using clear and concise vocabulary and active listening skills.
- **INITIATIVE:** Ability to act promptly and take steps to solve or settle an issue proactively.
- **ACCOUNTABILITY:** Acceptance of responsibility and one's own actions.

#### **PHYSICAL DEMANDS AND WORK ENVIRONMENT**

Average Daily Physical Requirements	Frequency
Work in stationary position	Frequent
Move about work area	Occasional
Reach with hands and arms	Occasional
Climb (stairs/ladders) or balance	Occasional
Bend, stoop, kneel, crouch, or crawl	Occasional
Communicate with others	Frequent
Move objects up to 30 pounds	Occasional
Visual acuity	Frequent
Read and understand written word	Frequent
Drive or travel	Frequent
Operate computer and general office machines	Frequent
Operate machines or material handling equipment	Never
Work Environment	Office Setting

#### **NOTE**

This job description does not list all duties of the job. Employees may be asked by management to perform other duties as needed. HPS reserves the right to revise this job description at any time. This job description is not a contract for employment and does not infringe upon HPS' at-will employment status.

Employee Name Printed: \_\_\_\_\_

Employee Signature: \_\_\_\_\_ Date: \_\_\_\_\_