

Clinical Resource Network, LLC



POSITION TITLE: Business Development Specialist

REPORTS TO: Business Development Date: September 2011

SUMMARY

The purpose of this role is to generate and qualify leads of potential prospects and/or new contacts within existing customers to establish the need for CRN services. This activity will result in the promotion and sales of company services to meet annual revenue targets. The scope of work will be to develop contacts and leads which will be triaged to the Business Development Team for completion of contracting services. The BD Specialist will also be responsible for all follow up from marketing-generated programs and campaigns.

ESSENTIAL DUTIES AND

- Develop identification/qualification guideline for potential prospects and contacts
- Actively seek new business prospects using various sales tactics such as researching industry news, websites and press releases as well as cold calling on potential prospects.
- Identify, promote and sell services that meet the needs of the lead and will deliver on company goals.
- Develop and implement a consistent follow up plan for each opportunity identified. Actively follow up on each potential qualified opportunity as needed.
- Ensure all qualified leads are not represented in initial marketing target lists prior to all follow up activity.
- Collaborate with Business Development and Marketing Team to effectively transition qualified leads.
- Establish consistent contact with prospective targets to build and maintain relationships
- Staff industry conventions and meetings as required

QUALIFICATIONS

- Demonstrates ability to function effectively in a team based work environment
- Proficient in Microsoft applications
- Proven ability to quickly establish relationships
- Strong attention to detail
- Solid organizational skills with the capacity to prioritize and multi-task
- Strong customer service orientation with ability to work in a fast-paced, growing environment

Clinical Resource Network, LLC



- Willingness to travel (20%)
- Knowledge of drug development process
- Excellent verbal and written communication skills

EDUCATION AND/OR EXPERIENCE

- Bachelor degree
- 2-3 years work experience in the healthcare industry or related experience
- Business development experience in healthcare
- CRM or related computer experience

When applying for this position, please submit a cover letter which includes your salary requirements and resume. Please send your information to careers@clinicalresource.net.