

GET
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MESSAGE
ROLLING



BikingBillboards™

bicycle billboard advertising

A smart and personable alternative to ho-hum advertising.

February 2014

VP of Sales and Business Development

Company Description

Biking Billboards offers a smart and personable alternative to traditional advertising. We pull billboards on trailers behind bikes and take our clients' messages wherever their target audience gathers. With targeted, high-visibility routes, and capitalizing on local events where people congregate, Biking Billboards ensures optimal exposure of its clients' messages to their potential customers. In addition to our quirky, eye-catching medium, our Brand Ambassadors directly engage with crowds and individuals -distributing samples, flyers, coupons and communicating brand messages.

Company Mission

- To become a go-to advertising channel for any business, product or service. Local, regional and national companies will use Biking Billboards to get their messages to their target audiences. Biking Billboards will create a memorable and positive experience around their brands with every engagement
- To advertise and communicate great products and services in a fun, friendly, environmentally conscious and memorable way
- To make every interaction with clients, target audience members, and partners among the BEST interactions of their day!

Job Responsibilities

- Contribute to creation of a detailed sales plan with targeted objectives within designated markets.
- In accordance with the approved sales plan, research, prospect and develop clients, conduct sales presentations each week and close the targeted number
- Mine current and past client lists for new/creative business opportunities
- Assist in creating RFPs, proposals and contracts
- Maintain accurate records, including sales call reports, expense reimbursement forms, proposals, contracts and other documentation as required
- Ensure that all customer and sales data is kept up to date in SalesForce

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Qualifications

To be successful in this role, you must have prior sales experience and solid understanding of advertising sales trends. We are looking for strategic thinkers who are assertive, focused and can move forward quickly to develop rapport with both existing customers and new prospects regarding business advertising. You will utilize a consultative sales approach as you grow and retain an existing book of business and also build our client base to include new advertising clients. Cultivating relationships with clients, gaining deep insight into their business and creatively designing advertising solutions for their marketing goals is critical to the success of this role, as are integrity, passion and excellent presentation skills.

Specifics:

- Possess a strong desire to achieve top results with a charismatic, positive “can-do” attitude over the phone and in person
- Entrepreneurial, self-motivated and goal-oriented
- Enjoy collaboration with clients and internal client services team to identify and proactively pitch timely and relevant marketing opportunities
- Ability to grow the business and find new revenue opportunities, and create productive, long-term customer relationships
- Sales experience, including cold calls for new business development, lead generation, and ability to manage a short sell cycle
- BA or BS college degree
- Experience creating and managing budgets
- Excellent verbal and written communication skills
- Highly proficient in Microsoft Office and Windows based applications;
- Salesforce.com or other CRM experience preferred

Compensation

- Experience-related base + commission. Car and cell phone allowance.