



MARKET DEVELOPMENT SPECIALIST

JOB DESCRIPTION

SentryHealth is hiring an experienced Market Development Specialist to join our dynamic marketing team. Reporting to the Director of Market Development, the Market Development Specialist will be responsible for advancing lead generation and cultivation resulting in closed business.

RESPONSIBILITIES

- Quickly respond to and qualify inbound leads while maintaining a strong focus on outbound prospecting, both with the ultimate goal of scheduling demos/meetings for the sales team
- Work with sales to provide a seamless transition from marketing to sales
- Use established guidelines to overcome objections and convert targeted companies into opportunities
- Maintain a strong understanding of products and services to effectively communicate the SentryHealth value proposition to prospects
- Research companies and individuals to identify new opportunities and gather crucial information to effectively conduct outreach
- Create a strategic work plan and work the plan to prioritize activities and continuously engage target organizations
- Achieve or exceed daily, weekly, and monthly goals by exhibiting diligent habits to drive results
- Practice continuous process improvement efforts by recognizing and initiating change as needed to drive success
- Maintain detailed records of activities in Salesforce and ensure that all team members adhere to requirements
- Attend conferences, meetings, and industry events as needed
- Create a professional and customized first impression with target audience to ensure excellent customer service, engage in open ended dialogue to gain insight into needs, and identify areas where SentryHealth can offer value
- Develop and build relationships externally and internally by practicing effective communication skills to build a successful network

REQUIRED QUALIFICATIONS

- Bachelor's degree in Marketing, Communications, or Business Administration or a minimum of 5 years' experience in market development, business development, or sales with proven experience developing market opportunities and advancing growth preferred
- Salesforce CRM Experience

- Creative thinker with a strong understanding of market development strategies
- Exceptional communication and presentation skills with the ability to express concepts clearly and concisely
- Excellent organizational skills to meet goals and set priorities
- Exceptional analytical and problem-solving skills
- Drive to succeed and take initiative
- Ability to work in a fast-paced, high pressure environment
- Capacity to foster a healthy, stimulating work environment that frequently harnesses teamwork
- The ability to travel on occasion

Sentry Health is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, pregnancy, sexual orientation, gender identity, national origin, age, protected veteran status, or disability status. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually quiet, as this is a business office environment.

I understand that this job description in no way states or implies that these are the only duties to be performed in this position. I understand that I will be required to follow any other job-related instructions and to perform any other job-related duties as requested by my supervisor or any person authorized to give instructions or assignments. I understand the requirements listed in this document are the minimum levels of knowledge, skills, or abilities. I understand this document does not create an employment contract, implied or otherwise, other than an “at will” relationship.

Employee Name (printed): _____

Employee Signature: _____ Date: _____

Manager Signature: _____ Date: _____