



# Director of New Business Development Lititz, PA

## Director of New Business Development

Founded in 2005, Upstage Video has made their mark as one of the most well respected LED and Video Production companies in the nation. Specializing in the rental of both indoor and outdoor LED video walls, Mobile LED trailers, and multi-cam production, Upstage Video has the expertise to make all types of events a success. Their technicians are some of the best in the field and their project management style ensures that every detail is discussed and addressed. Headquartered in Lititz, PA with a second location in Los Angeles, CA, the company offers a fun and collaborative work environment.

**Reports to:** President & CEO

**Location:** Lititz, PA

The Director of New Business Development will be responsible for forging new, lasting business relationships in support of our rental and event staging operation. He/She will develop strategies for penetration into new markets and establishing long-term client relationships. The successful candidate must gain deep understanding of client needs and objectives to tailor creative offerings and exceed the expectations at every possible opportunity.

Target markets include, but are not limited to: Corporations, Associations, Hotels, Non-Profit Organizations, Sport & Entertainment Venues, Universities, Experiential Marketing Agencies, Local Community Events and Broadcast, etc.

### What You'll Do:

- Prospect and close new business opportunities and expand opportunities within existing customers.
- Negotiate the terms of contracts for the rental of audiovisual equipment and the provision of technical services.
- Conduct needs analysis and participate in site / planning visits.
- Plan and execute sales strategy.
- Probe for objections, remove obstacles and eliminate barriers to gain commitment.
- Naturally lead the sales process to a close by demonstrating Upstage Video's superior value proposition.
- Maintain the customer relationship as well as grow the business.
- Keep track of sales metrics and activity reports for on-going analysis.

### What You'll Need:

- A proven track record of closing sales.
- An established network and relationships within one of more of our target market(s).
- An understanding of the live events industry, AV & Lighting equipment. Ability to excel in a constantly changing, fast-paced environment



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- An executive presence; ability to communicate at the most senior level.
- Strong presentation skills.
- Ability to manage multiple complex sales cycles simultaneously.
- Ability to prioritize selling activities and follows through in a timely fashion.
- Ability to negotiate pricing with a focus on retaining value.
- Experience with CRM software; FLEX Rental software a plus.
- Excellent written and verbal communication skills.
- Must be responsible, self-motivated, self-starter, personable and well-organized.
- Superior customer service skills to deal with both internal and external customers.
- Ability to manage multiple tasks simultaneously.
- Strong interpersonal skills; ability to work with diverse groups.
- Experience working in a start-up or small company environment is a plus.
- Proficiency in MS Office Suite, MS Outlook and Google Drive.
- Ability to travel 30%

Our sustained growth and success is dependent upon the commitment and dedication of our team. We consider our employees to be our most valued asset. We offer a casual dress code, competitive compensation, medical benefits and 401K plan. We invite you to find out more information about our company at [upstagevideo.com](http://upstagevideo.com).

**Please explain why you think you would be a good fit to this team, along with your compensation requirements and resume to [resumes@upstagevideo.com](mailto:resumes@upstagevideo.com).**