

JOB DESCRIPTION

Title:	Business Development Specialist
Practice Area:	Institutional Retirement Practice
Reports to:	IR Practice Leader
Date Written:	October 22, 2009

GENERAL SUMMARY

The business development specialist is responsible for developing leads and business opportunities across the various practice areas of Blue Prairie Group, but most specifically within the institutional retirement practice area. Introduce prospects to Blue Prairie Group's service offerings that include investment monitoring, plan conversions and design, benchmarking, and vendor searches, as well as human resource consulting and wealth management services.

ESSENTIAL RESPONSIBILITIES & DUTIES

- ◆ Implements various new business development/client acquisition activities, utilizing direct mail/marketing, warm calling, networking, and speaking/writing opportunities.
- ◆ Performs a variety of relationship management activities to maintain close contact with clients to look for ways to add new value and services to existing clients.
- ◆ Seeks out prospects to work with their ERISA and non-ERISA retirement plans to include 401k/403b, defined benefit, and non-qualified programs.
- ◆ Works closely with internal consultants and investment analysts to prepare prospect reports to include benchmarking reports, scorecards and other performance monitoring reports.
- ◆ Identifies areas to provide innovative solutions to prospects and clients.
- ◆ Introduces the other practice areas to existing clients in order to cross-sell services.
- ◆ Works closely with the practice area leaders to stay current on industry issues and target specific opportunities.
- ◆ Creates creative and innovative marketing plans and strategies.
- ◆ Sets prospect meetings. Assists with presentations and closing the sales.

DESIRED QUALIFICATIONS

- ◆ **Experience**
 - A minimum of five years of business development experience in a service company, preferably benefit or human resource consulting.
 - Experience working successfully in a team-based client service delivery model.
 - Ability to up-sell and cross-sell additional services to existing clients.
 - Client retention and relationship experience required.
 - Experience with institutional investments, foundations and endowments, a plus.

- ◆ **Skills and Knowledge**
 - Exceptional written and verbal communication skills; ability to explain difficult concepts simply and clearly.
 - Industry and client solution knowledge helpful.

- ◆ **Education**
 - Undergraduate degree required.
 - On-going professional development.