

About Us

Cygnet Midwest is looking for a professional, seasoned business development person to become part of our B2B team - the potential to grow & lead a sales team would be a plus! If you are a dynamic, motivated, self-starter, we want to talk.

Cygnet Midwest is a full service boutique agency that has been in the marketing business for over 33 years – a lot has changed and change is good! We still do the traditional work our clients need, but we also bring them website design & development, digital marketing, marketing automation, SEO & more. We serve small, medium & large clients as their outsourced marketing department and we are grateful to help them achieve their goals by-way-of our marketing efforts. We continually bring new ideas and marketing tactics to help them grow and prosper.

Our mission is to provide creative marketing services with results that are strategic & measurable while placing an emphasis on value and ROI. We believe in working hard & delivering valued services to our clients. We also believe in a healthy work-life balance.

About You

You have previous sales experience in marketing, media or something closely related. You are a hunter, you love the sales process. You are good at finding prospects, finding a way in and CLOSING deals. You are a self-starter and don't need to be micro-managed. You are motivated by unlimited potential income and your past sales experience demonstrates that. You value honesty & integrity. You are looking for a long-term career to GROW and SUCCEED. We want long-term partnerships for long-term growth. Our clients rarely leave us because we're part of their team.

Responsibilities

- Service existing accounts, and establishes new accounts by planning and organizing daily work schedule to call on existing or potential clients.
- Focuses sales efforts by studying existing and potential clients.
- Keeps management informed by submitting activity and results reports.
- Monitors competition by gathering current marketplace information on pricing, products, new products, delivery schedules, merchandising techniques, etc.
- Recommends changes in products, service, and policy by evaluating results and competitive developments.
- Provides historical records by maintaining records on customer sales.
- Contributes to team effort by attending sales meetings.

Qualifications

- Experience in selling Advertising, Media, &/or Digital Marketing Services (Web Design, SEM, SEO, PPC, etc) **preferred but not required**
- Solid understanding of current marketing tactics
- Manage client relationships
- Work with businesses and strategic partners to establish a referral network
- Sales background with a track record of meeting or exceeding quota, goal-driven environment
- Easily builds rapport and establishes relationships with prospects
- Able to listen to clients, analyze their pain points and solve them
- Experience delivering client-focused solutions to customer needs
- Proven ability to juggle multiple sales projects at a time, while maintaining sharp attention to detail
- Excellent listening, negotiation and presentation abilities
- Strong verbal and written communication skills
- Must have been a significant contributor of a team generating 1 million or more in annual sales
- Seek out quality leads and call on prospective customers
- Make cold calls daily to establish pipeline
- Ability to say “NO” to unqualified prospects

Benefits:

- Dental insurance
- Flexible schedule
- Health insurance
- Paid time off

Competitive Pay Plan:

Base plus commission with unlimited income potential including a residual and bonus plan.

Work Location:

- We are based in Chicago area, but have clients across the US, Canada & Europe.