



Senior Business Development Executive

Digsite www.digsite.com

Are you interested in helping marketers answer critical business questions during their new product and marketing development cycle? Digsite is seeking an outstanding business development professional who has experience selling research solutions to marketing, innovation and insights teams. Consumer goods companies are constantly building new and differentiated products and marketing programs. Digsite's mission is to enable those brand creators to engage consumers to make informed decisions throughout the brand development cycle.

Our agile qualitative research platform makes it possible to recruit, engage and iterate with a targeted group of consumers in as little as 24 hours. This is a differentiated offering in the market research space.

Opportunity Snapshot

We are seeking an exceptional sales professional for this opportunity.

- This full-time position will drive Digsite's growth in consumer-driven organizations and agencies. You will own the full sales cycle, identifying prospects and working with marketers, agencies and researchers to understand their needs, evangelizing Digsite, and closing them on incorporating Digsite into their product and marketing plans.
- You will also work closely with the Digsite customer success team to deliver outstanding experiences for our customers that leads to high retention and deep, growing relationships.
- You'll be well-compensated for results. We believe in rewarding people for great performance.

The Requirements

- Demonstrated ability to exceed goals for new customer acquisition, upsell, and customer retention
- Experience selling marketing research services and/or products targeted to marketing and innovation decision makers in consumer-driven companies and agencies
- Ideal candidate has prior experience selling SAAS-based market research/marketing technology
- Network of contacts in key industries and agencies that can be leveraged to build prospects for Digsite
- Experience developing a prospect list and managing deal stages in CRM systems
- Outstanding communication and presentation skills (verbal and written)
- Self-motivation, with proven drive to achieve results
- Excellent time management and follow-through on commitments
- High ethical standards

The Role

- Develop a pipeline of qualified prospects, based on strategic industry/customer targets
- Interact with prospects and customers, primarily over the phone and via email
- Understand prospective customers' needs and recommend solutions to meet those needs



- Prepare and deliver capabilities presentations, clearly articulating Digsite's value proposition
- Develop proposals and negotiate deals
- Attend industry trade shows or conferences to build prospects and opportunities for Digsite (role includes 10-15% travel)
- Ensure a clear, smooth transition to the customer success team to create an outstanding experience for customers
- Build strong, trusted relationships with customers
- Track key metrics and outcomes to ensure repeatable success

Why Digsite?

- Companies today need more agile, iterative market research tools to stay on top of market trends. Industry momentum has shifted recently to nimble qualitative insight tools like Digsite.
- Digsite is an emerging leader in this space. Our platform enables brands to get the consumer feedback they need to build innovative products and marketing programs.
- We work with leading brands, including Dannon, Sub-Zero, Sony Interactive Entertainment, American Family Insurance, and more.
- You'll be a part of a fast-growing company where you can have a real impact.

Compensation

- Base salary commensurate with experience
- Commission with no cap on potential earnings
- Vacation and paid company holidays
- Company health insurance plan

About Digsite

Since Digsite launched in 2014, a wide array of companies and agencies have used Digsite to identify unmet needs, generate and build on new ideas, get feedback on concepts and products and optimize brand communication. With Digsite, marketers go from unanswered questions to consumer-informed decisions in as little as one day, and can purchase subscriptions that allow their teams to iterate with consumers throughout the year.