

**JOB TITLE:** Director of Sales and Marketing  
**DEPARTMENT:** Marketing and Business Development  
**SUPERVISOR:** Chair, Business Development Committee; Executive Committee  
**STATUS:** Exempt

**Contact:** Silvia Coulter, Principal, 617-697-4869; scoulter@lawvision.com

The Business Development Executive works with the firm management, and partners, in the implementation and execution of key firm-wide client development effort, directly focused on client retention, client growth and new business development. The position is located in St. Louis or Detroit.

The responsibilities of this position include:

- **External sales and sales management.** Identify prospective clients and build relationships for introductions to firm. This includes participation at various industry and market events to represent the firm and meet potential clients. Maintain a pipeline (sales forecast) of active pursuits.
- **Client teams and client reviews.** Drive the firm's strategic client effort including: reviewing the client portfolio and key relationships, and developing client account plans, playing an active part in the strategic client strategy, and working with partners to deliver against client development objectives. Specific attention on retaining and growing revenue opportunities with these important clients.
- **Developing an annual sales/BD budget.** To support the firm's client retention and revenue growth goals, it will be important to review existing expenditures and to create a budget for client and prospective client visits/meetings, attendance at important industry-related events for developing ongoing and new relationships, and for necessary sales support tools and technology.
- **Referral program management.** Build and manage a coordinated business referral program with complementary law firms and service providers. Develop ongoing communications, tracking and contact with referral sources.
- **Business development coaching.** Coach partners and associates to raise their level of business development skills / awareness. Provide business development support, training and coaching for the lawyers to help them achieve business development goals.
- **Business development management.** Manage and report on the contribution of the various initiatives and efforts to top line revenues. Leverage innovative ideas from different practice groups and offices to improve the efficiency of business development efforts.
- **RFPs and large legal opportunities.** Manage, drive and provide strategic input to key pitches and proposals. Work with the attorneys to identify and pursue cross-selling opportunities. Assist in sourcing and answering RFPs and significant legal services opportunities.

- **Strategic initiatives.** Implement and support sector-specific business development strategies and plans, providing value-added business development support. Report on progress against these plans.

## **Specific Requirements**

- This is a senior level role, ideally suited to a seasoned sales professional with significant experience gained in a law firm or professional services firm, who understands what clients really want, what makes them buy, and what makes them stay.
- Candidates must be team players, proactive and have a positive and confident approach backed by tenacity and commitment. Good influencing and negotiating skills and an ability to persuade others to deliver is a must.
- Excellent communications skills, strong commercial acumen plus creative flair and results orientated style are required.
- Track record of strong project and resource management and a proven ability to deliver to tight deadlines, juggle multiple projects and thrive under pressure.
- Demonstrated experience running major accounts and/or client teams, or sales and sales management experience for a professional services firm.
- Travel to the firm's offices on a regular basis will be required.
- Two days required on site in the office, optional up to 3 days working remotely.
- Highly proficient with the use of technology, i.e. Word, Excel, PowerPoint, Outlook

##