



FY2010

Business Development Manager – Emerging Technologies Market Opportunity Profile and Description

Are you looking to be a part of a dynamic, high-growth sales culture in a values-oriented company? Do you want to be aligned with a leader in providing innovative manufacturing and development solutions for flexible materials? Do you want to leverage your sales talent and make a difference for your customers, within your company, and for your sales career? Join Web Industries.

A. The Company

We help other companies make their own products into better products. While that certainly sounds like the tagline for a more well-known company, it also accurately describes the mission of Web Industries.

For more than 40 years, companies such as Boeing, Proctor and Gamble, and 3M—among many others—have counted on Web Industries to provide custom manufacturing and development services on flexible materials in order to drive their products' success. From collaborating on early-phase research and development to process design and pre-launch planning to full-scale automated assembly of commercialized products, the depth of our experience and capabilities allows Web to be a trusted partner to industry leaders around the globe in the following core markets:

- Aerospace Composites
- Medical Diagnostics, Devices, and Consumables
- Wire & Cable / Industrial Materials
- Consumer Products (Personal Care & Home Care)
- Emerging Technologies (such as Renewable Energy, Flexible Displays, Thin-Films, etc.)

Founded in Boston in 1969 by Bob Fulton, Web has grown to 350 employees in five locations across North America. Throughout our history, we've been known for our commitment to excellence, our innovative solutions, and our values-oriented culture. At the core of what makes Web special are our people. We attract and benefit from a different type of employee – those who can thrive in the fast-paced, custom-solution world of a company that is 100% employee-owned. If you are a driven, values-oriented sales professional with a strong track record of outstanding results, consider investing your talents and abilities in Web Industries.

www.webindustries.com

An employee owned company

Web Industries, Inc. • 377 Simarano Drive • Marlborough, MA 01752
T: 508.898.2988 • F: 508.898.3329

B. The Opportunity

We're looking for sales professionals who want the challenge of creating demand for our services and selling and closing business in newly defined territories and markets. At Web Industries, you'll have the opportunity to:

1. Leverage your skills as a sales professional to scope, define and implement effective sales plans for your assigned territory or market.
2. Use your sales skills to prospect, develop and close opportunities in your assigned territory or market.
3. Participate in an aggressive compensation plan to maximize your earnings potential.
4. Work directly with client accounts throughout their lifecycle including contract negotiation, deployment of our services, and up-sell / cross-sell opportunities.
5. Provide regular feedback regarding the sales cycle, customer experience, customer needs, marketing programs, industry trends and competitive threats for our growing business.
6. Make a long-term contribution to a values-oriented, dynamic, and energized company.

C. The Qualifications

1. You must be a leader.
2. 7-10 years (minimum) of professional outside sales experience is required.
3. Experience selling to high-tech start-ups, as well as to Fortune 500 companies in markets and/or applications involving Solar/Photovoltaic, Renewable Energy, Flexible Electronics, Printed Electronics, Thin Film Batteries, OLED's, and other emerging technologies utilizing flexible materials is a major plus.
4. Experience in selling solutions that involve flexible materials, materials sciences, contract supply chain management services, contract manufacturing services, converting services is a major plus.
5. You must be a high-energy, high-character, entrepreneurial sales professional with an unwavering commitment to excellence for yourself, the customer, your employer. Professional image along with extraordinary organization, leadership, and presentation skills are a must in this business.
6. You must be passionate, self-starting, and resourceful with a willingness to work as a part of a small, growing team. This is a fast-paced industry and environment; therefore you must be self-managed and adaptable to change and growth.
7. You must have a successful track record selling in a solution-oriented, products and services, long-term contract model. You must be able to prove that you have consistently exceeded individual goals. This track record should include performance as a hunter / demand creator with new accounts and territories (not as an account manager or caretaker).
8. You must be assertive with exceptional communication, relationship, and networking skills. You must have an executive presence and be politically savvy to lead a team-based, complex sale.

9. You should be comfortable with (and desire) an aggressive, highly-leveraged compensation plan to maximize your earnings potential.
10. You should be comfortable following a consistent team-based process and methodology for winning new business - with a sales cycle that could last 6-18 months depending on the size and duration of the contract. Experience using the following Sales Methodologies is a major plus: *RADAR from The Complex Sale, Strategic Selling, Target Account Selling, SPIN Selling, Solution Selling*, etc.
11. You must be detail-oriented and highly skilled at the Microsoft Office suite of tools (PowerPoint, Excel, Word, Outlook, etc.). You must be comfortable working with Customer Relationship Management (CRM) / Sales Force Automation (SFA) tools such as Salesforce.com on a daily basis.
12. A Bachelor's Degree or equivalent is required; an advanced degree is preferred.
13. The position is home office-based. Experience in working from home and an established home office is required. Relocation is not offered.
14. You must be willing to devote 40-50% of your time to traveling to your accounts and territory.

D. The Responsibilities

1. *New business development* – Developing new business through target account identification, demand creation, territory development, prospecting, and lead cultivation.
2. *Pipeline Management* – Managing a balanced pipeline of opportunities
3. *Opportunity Management* - Proactively leads the cross-functional teams in the opportunities through the sales process. Drives and/or orchestrates the significant milestones: discovery, qualification, linkage to pains and urgencies, connections with powerful decision makers, objection handling, and differentiation, managing power and politics, presentations, proposal development, negotiations, closing.
4. *Operations Team Support* - Supporting the information and development needs of the servicing plant(s) personnel. (Management, Engineering, Manufacturing, Customer Care)
5. *Sales/Marketing Strategy Development* - Assists in the development of strategies and tactics for capturing new customers in Consumer Products market.
6. *Industry Consultant* - Stays current on market information through trade journals, meetings and network of industry contacts. Anticipates and prepares plans for taking advantage of emerging opportunities in strategic markets.
7. *SalesForce.com* - Complies with company directive to utilize fully the features within the SalesForce.com database: contact management, opportunity pipeline, customer complaints, key events and documents.
8. *Territory Administration*- Adheres to all company policies and manages company property and assets in a responsible manner. Timely and complete submission of all sales reporting requirements, expense reports and other data inquiries as needed.
9. *Promotional Opportunities* – Makes recommendations to the Director of Business Development regarding print advertising, trade show participation and other promotional activities.

E. The Attributes / Intangibles

You must be:

1. A business person who excels at the craft of business development.
2. A business leader that commands a Seat at the Table with C-Level Executives.
3. A holistic thinker who can link prospects and customer strategy to solutions.
4. A strategic thinker with strong business acumen, an insatiable curiosity, and passion for learning.
5. A person of strong character, values, ethics, and morals.
6. A passionate and positive personality who is highly relational and opportunistic.
7. A confident and driven competitor.
8. A proven, proactive demand creator.
9. A person of focus, organization, preparation, and drive (the little things matter).
10. A natural team leader who is collaborative and creative.
11. A great listener and communicator.
12. We like fun people with a good sense of humor and a lot of enthusiasm, energy, and intelligence – just so you know.

We take these qualifications very seriously. Candidates that meet 100% of these qualifications should submit the following to careers@webindustries.com:

- An introductory letter describing how you meet 100% of these qualifications and why you believe this is the career for you.
- A resume, including performance and income history.
- References to be contacted.

Candidates that are lacking in any of these qualifications need not apply. Web Industries is an equal opportunity employer.