



## **LSR MULTIFAMILY**

### **Commercial Business Development Manager (CBDM) Roles and Responsibilities Document**

The purpose of this document is to describe the roles and responsibilities for a Commercial Business Development Manager (CBDM) at LSR Multifamily (“LSR”).

#### About LSR Multifamily

LSR Multifamily is the premier roofer and general contractor for the multifamily and commercial industries in Texas. With more than 20 service trucks statewide, and offices in Dallas/Ft. Worth, Houston, Austin and San Antonio, no other general contractor in Texas can provide better repair and maintenance services to the multifamily and commercial industries. LSR also has over 28 years of multifamily roofing, renovation, and restoration experience making us the clear choice among property owners and property management companies for their roofing and construction needs.

#### The Position – Commercial Business Development Manager (CBDM)

The Commercial BDM is a key component of LSR’s overall sales strategy. The CBDM is an individual contributor responsible for identifying, qualifying, proposing and closing service and high contract value project opportunities with new and existing commercial property management company clients. This is an “outside sales” role, with extensive client engagement, interaction, and development at the regional and corporate level. Of paramount importance is for LSR to grow new and maintain existing commercial property management relationships and to grow our “share of wallet” with each of these clients across all their properties in Texas in order to help grow LSR’s overall business.

The CBDM ensures that LSR is known in the marketplace and is well-positioned to receive requests for quotes from prospects and clients. It is the CBDM’s responsibility to determine if an opportunity fits within the company’s sales strategy and target markets, to ask appropriate discovery questions, and, with support from estimating and operations, responsibly submit a quote. He/she is responsible for following up with current and prospective clients to promote LSR’s competitive bids and win the work. Such activities include making sure the LSR value proposition is understood by the client, that an “apples-to-apples” comparison with competing bidders is performed, and that all the client’s questions, concerns, and requests are addressed.

Once awarded the work, the CBDM works with the sales support, customer service, roofing and service operations, and construction operations teams to facilitate scheduling and production.

### Primary Responsibilities

- Build valuable relationships at multiple ownership and/or commercial property management levels for corporate clients.
- Increase penetration within existing clients to add new properties for service and project work.
- Prospect for project work within the existing client base.
- Prospect for potential new clients and produce new project revenue opportunities.
- Build a robust pipeline of project opportunities to achieve specific sales goals.
- Execute the processes in the sales playbook to maintain and grow the sales pipeline.
- Understand LSR's sales strategy and translate it into a winning value proposition.
- Understand and follow the LSR sales process and win new business aligned with the strategic focus of LSR.

### Additional Responsibilities

- Ensure that all client and new business opportunity information is captured in the CRM.
- Be a team player working with the leadership team and other CBDMs, property sales executives, sales support coordinators, estimators and schedulers.
- Sell high-quality business that fits the company's sales and go-to-market strategies and that LSR's operations/installation team can successfully produce and deliver.
- Own and participate in creating winning quotes & proposals that differentiate LSR.
- Follow the LSR sales process. Owning & participate in developing solutions, services, pricing and terms.
- Present an image and demeanor that positively represents LSR's culture and values and appropriately mirrors the image of the client.

### Personal Qualities Expected

- A Sales Hunter
- Loves selling and winning.
- Loves succeeding and growing a business.
- Likes to contribute to a winning team.
- Works collaboratively and independently, without close supervision.
- Likes engaging clients on business and personal levels, formally and informally.
- Understands sales/marketing/lead generation activities and their integration.

- Able to read and understand technical, financial and commercial bid requirements.
- Comfortable and willing to work with software and technology, especially CRM.
- Holds self and others accountable, able to accept responsibility.
- High attention to details and accuracy.
- Client-first, service orientation.
- Ability to follow established processes.
- Embraces LSR's culture, ethics and core values

#### Physical Demands/Work Environment

- The employee is frequently required to stand and walk. The employee must regularly lift or move up to 10 pounds and frequently lift or move up to 25 pounds.
- While performing the duties of this job, the employee is occasionally exposed to moving mechanical parts and vehicles.
- A large amount of time will be spent in your personal vehicle due to prospecting and meeting with new and potential clients.
- This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets.

#### Position Type/Expected Hours of Work

- This is a full-time position. Days and hours of work are Monday through Friday, 8:00 a.m. to 5p.m. Occasional evening and weekend work may be required as job duties demand.

#### Benefits/Compensation:

- Competitive base salary, commissions and bonus.
- This position is exempt from overtime requirements and is not entitled to overtime pay for hours worked over 40 per week.

#### Please Note:

- The above statements are intended to describe the general nature and level of work being performed. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. This person may be required to perform duties outside of his or her normal responsibilities as needed.