

Cornerstone Information Technologies, LLC

Business Development Associate

Department: Business Development

Reports to: Chief Business Development Officer | Supervises: No

Job Description Overview

The Business Development Associate is a pivotal team member responsible for identifying and securing new business opportunities. This role involves prospecting, lead generation, and closing deals specifically related to our Managed Services offerings. The Business Development Associate plays a critical role in driving growth and ensuring Cornerstone.IT remains competitive by consistently acquiring new clients.

Knowledge - Education, certifications, courses, training, and experience.

Required:

- 4-year college degree or equivalent experience in a related field.
- 1-3 years' experience in sales or related internship experience.
 - Person to person
- Knowledge of (or growing understanding in) technology
 - RMM & Network Management tools such as **ConnectWise**
 - Cloud Services such as:
 - **Microsoft 0365**
 - **Microsoft Azure**
 - **Arctic Wolf**
 - Security Infrastructure such as:
 - **Microsoft (MS) Defender**
 - **Arctic Wolf**
 - **Mimecast**
 - Helpdesk and Support Systems such as CW Tickets, and Thread (beneficial)
- Familiarity with how technology works within a Managed Service Provider (MSP).
- MSP service desk knowledge.

Beneficial:

- Legal industry experience.
- Inside Sales experience preferred.
- Knowledge of (or growing understanding of) technology:
 - PSA such as ConnectWise (CW)
 - Thread.
Thread is the ConnectWise add-in for conversational IT service. It integrates with ConnectWise PSA, a business management platform for IT service providers.

- Experience establishing and retaining relationships.
- Experience public speaking.

Capability – Abilities, Skills, and Competencies.

Required: Abilities

- Ability to manage multiple complex projects, tasks, and responsibilities simultaneously
- Ability to learn new technology quickly.
- Ability to learn quote writing.
- Ability to connect relationally with prospects and clients.
- Ability to adapt and respond appropriately with urgency as needed.
- Ability to follow through to completion.
- Ability to learn to update opportunities.
- Ability to learn to close deals / won opportunities.
- Ability to handle multiple action items and prioritize.
- Ability to register deals/opportunities with partners

Required: Skills

- Excellent interpersonal skills.
- Excellent and effective oral and written communication skills in business English.
- Comfortable/confident speaking in public at events.
- Strong organizational skills.
- Proactive – self-starter.
- Responsible/Reliable.
- Excellent time management skills.

Required: Competencies

- Results-oriented with a strong drive for achieving targets.
- Innovative and adaptable to changing market conditions.
- Collaborative and able to work effectively with leadership.
- Ability to handle rejection, maintain resilience and persistence.

Work – General – Job Role and Responsibilities

Responsibilities:

Required:

1. Prospecting
 - Actively seeking out potential clients through various methods such as cold calling, emailing, networking, and social selling.

2. Lead Generation
 - Identifying and qualifying new leads to build a robust pipeline for Managed Services offerings.
3. Engagement – Relationship Building
 - Reaching out to decision makers and engaging them in strategic conversations to understand their needs and present tailored solutions.
4. Closing Deals
 - Converting leads into paying customers by effectively communicating the value proposition of the MSP's services.
 - Achieving target goals.
5. Resilience
 - Handling rejection, maintaining resilience and persistence despite facing frequent rejections.
6. Administrative Business Development tasks:
 - Quote writing
 - Keeping Opportunities and Sales database updated in CRM tool
 - Scheduling and leading Sales calls
7. Continuous learning
 - Understanding client needs
 - Technology
 - Expertise in legal sector
 - Creating customized solutions
 - Leverage data and analytics
 - Proposing new ideas
8. Work with Leadership
 - Align on goals
 - Develop a strategic plan - *work with leadership to create a comprehensive plan that outlines the steps needed to grow the MSP channel.*
 1. Partner recruitment
 2. Training programs
 3. Marketing strategies
 4. Performance metrics
 - Regular communication (weekly)
 1. Progress
 2. Challenges
 3. Opportunities
 4. In person meetings with leadership (conferences/sales meeting/partner lunch)
 - Working with leadership teams outside of sales

9. Note: This is a hybrid position - remote work with travel required, as needed.

This is a Full-time position. Approx. 40 hours a week.

Type: Cornerstone.IT Full-time employee

Travel: Required as needed.

Expertise: Sales experience. MSP Technology. Prospecting. Lead generation. Closing Deals. Quote writing. Relationship Building.

Job Type: Full-time employment

Work Environment: Remote with Travel. The role involves working remotely but requires travel.

Location: NY/Tri-state area

Years of Experience: 1-3 years.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

You may submit your resume to HR@Cornerstone.IT.
<http://www.cornerstone.it/about-cornerstone/work-place-careers/>

Why Join Our Team:

Cornerstone offers a variety of benefits including an innovative approach to work using a virtual office. We offer a flexible and friendly work culture so that you can achieve your best and grow. We believe that the work ethic and technical ability of all Cornerstone employees is the foundation to our success as well as our clients. We offer paid training as part of our benefits. Cornerstone.IT attracts top talent and boasts an above industry average employee retention rate.

About Cornerstone:

Cornerstone.IT, a trusted provider since 2003, offers top-tier Managed IT and Project Services, empowering small to mid-sized law firms nationwide with a competitive edge. We strategically plan, design, implement, and maintain clients' cloud-based and on-premises systems to optimize IT investments and prioritize security. Our personalized service ensures a robust and secure IT infrastructure for our clients, strictly adhering to NIST 800 171 standards. Our entire operation is ISO 27001 certified. **We build IT better!**

The above job description is not intended to be an all-inclusive list of duties and standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as assigned by their supervisor.

ACKNOWLEDGED: Employee Signature

Date

PRINT: Employee Name

ACKNOWLEDGED: Supervisor/Manager Signature

Date