



These salespeople focus on developing new business as opposed to nurturing existing accounts. They create opportunities by initiating contact with prospects, often through cold-calling, in order to generate interest in products or services. New Business Developers persuasively present their value proposition, find ways to get past initial resistance from prospects, and negotiate effectively in order to close sales.

Example Positions

Business Development Executive (Sales), Producer, Sales Agent, Outside Sales Representative, Territory Sales Representative, Account Executive

Competencies

Influence and Persuasion – Salespeople in new business development are effective in persuading, convincing, influencing, or impressing others in order to get them to support a specific agenda, make a specific type of impression, or take a specific course of action.

Achievement Motivation and Perseverance – They display a determination to achieve ever-increasing levels of performance. To do this, they set high standards and challenging goals for themselves, others, and the organization, and they constantly focus on achieving and exceeding those goals.

Composure and Resiliency – These salespeople are able to deal effectively with pressure, maintain focus and intensity, and remain optimistic and persistent, even under adversity. They have the ability and propensity to recover quickly from setbacks, rejections, and conflicts and to maintain self-control in the face of hostility or provocation.

Negotiating – They identify key bargaining points for all parties and work effectively toward win-win solutions.

Relationship Building – They develop effective long-term professional interactions with others based on trust: trust that they will always work toward the best interest of those involved and that they are sufficiently competent to provide positive results.

Initiating Action – They tend to be self-starters and will take a lead role in improving or enhancing a product or service, avoiding problems, or developing entrepreneurial opportunities. They will often demonstrate a sincere positive attitude toward getting things done and will seek out additional responsibilities that may go beyond the scope of their formal job description.

Information Seeking – Salespeople in new business development are driven by an underlying curiosity and desire to know more about things, people, or issues. This involves going beyond routine questions and includes digging or pressing for exact information; resolving discrepancies by asking a series of questions; or conducting less-focused environmental scanning for opportunities or miscellaneous information that may be used in the future.

Time Management – They focus on completing all work tasks in a timely manner while remaining responsive enough to react to competing demands and shifting priorities. They are able to manage multiple responsibilities while being organized, keeping on top of important time-sensitive tasks, and performing all work accurately.

Representative Behaviors

- Persuasively sells ideas to gain support and buy-in
- Works persistently to overcome obstacles
- Copes with rejection
- Promotes give-and-take conversation to find common ground in a negotiation
- Develops new contacts and initiates relationships
- Takes initiative to capitalize on opportunities
- Asks insightful questions of others in order to gain deeper understanding of issues
- Stays on top of concurrent tasks and activities effectively



Sales - New Business Development Model

A Sales - New Business Development position often requires a high level of autonomy and an intrinsic motivation to achieve results. Several competencies within the Self-Management Dimension support this approach to work, and qualities found in the Active Communication Dimension help drive successful interactions with prospects and clients.

Leading	Active Communication	Interpersonal Dynamics	Making Decisions	Solving Problems	Managing Processes	Self-Management
Leadership Maturity	Influence and Persuasion	Interpersonal Sensitivity	Deliberative Decision Making	Creativity and Innovation	Quality Focus	Composure and Resiliency
Leadership Communication	Conflict Management	Service Focus	Decisiveness	Analytical Thinking	Compliance	Achievement Motivation and Perseverance
Driving Results	Negotiating	Relationship Building	Strategic Thinking	Learning Agility	Safety Focus	Self-Awareness
Leading Change	Instructing	Collaboration and Teamwork	Organizational Citizenship	Scientific Acumen	Process Management	Adaptability
Managing Innovation	Active Listening	Organizational Savvy	Information Seeking	Business Acumen	Time Management	Comfort with Ambiguity
Team Building	Communicating	Global Mindset			Planning and Priority Setting	Initiating Action
Coaching and Developing Others						Accountability
Directing						Professionalism
Delegating						Continuous Learning
Strategic Talent Management						Extended Task Focus
Fact-Based Management						