

Job Title – Director of Business Development – US (multiple regions)

Opportunity Summary

We are looking for a results-driven, dynamic, sales professional with demonstrated experience and success selling in a B2B setting as we enter the next level of growth at LifeSpeak. The ideal candidate will bring sales hunter experience into the HR, employee benefits, employee wellness, and/or health benefits space. This is a great job for an experienced sales development professional who is tired of selling “things” to people and wants an opportunity to work with a service that helps people.

Repeatedly recognized as one of Canada’s Best Workplaces by Great Place to Work, LifeSpeak is a fast-growing, SaaS provider of mental health and wellbeing education with a rapidly expanding global presence. We provide organizations with mental health and wellbeing resources to support their employees, their customers, and their families, so they can stay healthy and present and live their best lives. Our educational on-demand platform features over 2,300 micro-learning videos, blogs, podcasts, and tip sheets from more than 300 world class experts. We support a diverse array of clients around the globe, including Fortune 500 companies, government agencies, insurance providers, and other health technology firms.

The candidate should demonstrate a strategic sales approach, great persuasive oral/written communication skills, effective prospecting and territory management, and be self-motivated.

Territory: US West and US Southeast. The candidate will work remotely.

Position Reports to: Vice President of US Sales

Primary Responsibilities:

In your role as a Director of Business Development, you will be responsible for leading and conducting sales and business development activities across the specified territory, including networking, generating sales leads, pursuing prospective clients, attending client meetings, drafting proposals and service agreements, and working with our account services team to smoothly onboard the prospect.

For instance, you will:

- Identify prospects and cold call into your target market’s employers
- Generate qualified in-person and virtual prospect meetings by phone and email and other outreach tools
- Conduct a persuasive demonstration of the LifeSpeak platform’s user experience
- Sell employee benefits/wellness solutions directly to employee benefits decision makers (i.e. C-Suite, VP of Compensation and Benefits, Benefits Directors, Directors of Human Resources, Directors of Wellness, etc.)
- Tenaciously follow through and prioritize prospect needs in relation to sales opportunities for the company
- Work with consultants and business partners in your assigned territory to identify and pursue employer opportunities
- Consistently use the CRM system (SFDC) and other sales productivity tools to develop outreach and document opportunity

- Attend meetings, events and tradeshows, when required

Other Qualifications we are looking for:

- Results-oriented sales hunter
- Excellent written and oral communication skills
- Willingness to travel within assigned territory (and for other reasons upon request)
- Team-oriented (highly supportive across all business functions), have a “can-do” attitude and are flexible
- Ability to build solid, long-lasting relationships within the team and with clients
- Ability to work remotely. You must be self-motivated and extremely driven, always looking to build on your success
- Experience in SaaS businesses and/or B2B employer sales is considered an asset
- Demonstrated tenaciousness and perseverance

About LifeSpeak, Inc.

LifeSpeak is a leading software-as-a-service provider of a platform for mental health and total wellbeing education for organizations committed to taking care of their employees and customers. With 17+ years of experience creating and curating thousands of expert-led micro-learning videos and other digital content, LifeSpeak’s proprietary library’s depth and breadth of easily consumable content helps companies around the world support their people anytime and anywhere. LifeSpeak serves a diverse global client base across many industries and sectors, including Fortune 500 companies, government agencies, insurance providers, and other health technology firms. LifeSpeak is the parent company of Lift Digital Inc. (“LIFT” or “LIFT session”), ALAViDA Health Ltd. (“ALAViDA”), and EnCompass Education Solutions (“Torchlight”). To learn more, follow LifeSpeak on LinkedIn (<http://www.linkedin.com/company/lifespeak-inc>), or visit www.LifeSpeak.com.

To apply for this position, please email your resume to: careers@lifespeak.com