



# CANADIAN VIEWPOINT INC.

REAL PEOPLE. REAL SOLUTIONS. REAL DATA.

Canadian Viewpoint is a medium sized market research firm in Richmond Hill, Ontario, immediately north of Toronto, with almost 40 years of experience in qualitative, quantitative, and new research technologies. We know Canadian research better than anyone. We've fielded millions of surveys, tested thousands of products and packages, completed thousands of face-to-face interviews, and recruited thousands of focus group participants. And, we've built cool new technology that allows our clients to conduct eye-tracking, heat maps, facial coding, and more. We love giving our clients a full set of customizable options to meet their unique needs.

Canadian Viewpoint is a founding board member of [CRIC \(Canadian Research Insights Council\)](#) and, as such, adheres to the highest standards and ethics in our industry. We've been named on the

- [2020 GRIT Top 50 Most Innovative Suppliers](#)
- [2020 GRIT Top 50 list of Full Service and Field Service Suppliers](#)
- [2019 GRIT Top 50 list of Emerging Players](#)
- [2019 Women in Research shortlist for Best Places to Work](#)

## We are hiring: Director, Business Development

### Purpose of Role

The role of the Business Development Director is to drive profitable and sustainable business growth for CVI with a primary focus on new business development, and a secondary focus on reviving and growing lapsed and impending clients from Salesforce. In doing so, the Director will build genuine relationships with their clients to understand their business needs and recommend the most appropriate data collection solutions to help them learn about their customers, consumers, and industry. The Director will also remain well-versed in current and evolving market, research, and technology trends in order to best respond to the needs of their clients.

### Key Individual Accountabilities

- Prospects for and delivers business from new accounts
- Revives lapsed clients
- Grows existing clients
- Supports new accounts until the account is established, and the relationship is expanded to include an Account Director or Account Manager
- Supports the Managing Director, VP, Client Development and Account Director's efforts in the case of overlap
- Supports the Managing Director, VP, Client Development and Account Director in transitional situations such as client re-organizations

### Requirements, Experience, and Skills

- Expert prospector who thinks creatively about the needs of potential contacts and resources, and leverages relationships to uncover new business opportunities
- Constantly evaluates and adjusts prospecting strategies to leverage changing research needs
- Conducts regular sales overviews with senior management
- Develops a deep understanding of client industries, business and key decision makers and influencers as well as client goals/needs
- Identifies and develops relationships with key strategic decision makers
- Is a strategic partner in the client's business who works to uncover hidden client needs and requirements

- Seeks out and leverages data to accurately analyze, plan, and forecast business
- Always seeks competitive insights and intelligence to inform the company of challenges and opportunities in the marketplace
- Qualifies accounts to determine fit for the business and effective use of company resources
- Provides clients with valuable insights they can use to create a positive impact on their business and demonstrates the need for follow up discussions
- Delivers a value proposition that gains attention and creates enthusiasm for further discussions and ensures that the client understands how we meet and exceed their needs
- Skilled at discussing complex research issues and is able to alleviate concerns
- Develops solutions aligned with the unique needs and desires of each client
- Leverages resources and relationships to ensure a positive outcome for the client
- Partners with internal stakeholders to achieve successful client interactions and project outcomes
- Delivers messages in a powerful and engaging way
- Presents solutions that are strategic and relevant, and uses effective questioning to gauge buy-in
- Obtains clear agreement from the decision maker on how to best strategically deepen and expand the work or relationship
- Takes a collaborative approach to negotiations with a focus on best meeting client research needs
- Partners with the client during negotiations
- Is an exceptional communicator, listens actively, seeks to first understand and approaches challenges with a curiosity and helpful mindset
- Works closely with sales leadership to ensure account strategy is aligned with company goals and objectives
- Is an innovator, forward thinker, and looks for opportunities to view solutions in a new way
- Anticipates industry trends and improvements and contributes to industry growth
- Seeks out continuous improvement, eliminates the negative feedback associated with failures or client complaints and replaces them with a drive for continuous improvement for individuals and the team/group overall. Use failures as opportunity to learn.
- Is a leader who embraces personal ownership of company-wide goals and objectives
- Is proactive and pursues the best opportunities or solutions to problems
- Proactively works to assist others in achieving the organizations objectives

#### **Key Shared Accountabilities**

- Fosters communication with CVI operations team
- Sells and implements CVI products and services with a focus on larger, strategic, or scalable engagements and with a focus on senior management experts
- Ensures client-readiness of proposals and deliverables
- Negotiates Master Agreements, rate cards and conditions e.g., discount structure
- Clarifies escalation issues with management

#### **Minimum Qualifications:**

- Bachelor's degree or equivalent practical experience
- 3 to 5 years of relevant experience
- Must be legally entitled to work in Canada

We celebrate, support, and thrive on diversity among our employees. We are committed to equal employment opportunity regardless of race, ethnicity, ancestry, religion, sex, national origin, sexual orientation, age, citizenship, marital status, disability, gender identity or Veteran status. More than 50% of our team members are people of colour. We also admire musical abilities and would like to add our in-house band that already includes guitar, trumpet, and voice.

[Please send your cover letter and resume to info at canview dot com.](mailto:info@canview.com)