



**Job Title:** Business Development Manager  
**Department:** Sales  
**Reports To:** Co-Founder - CMO  
**Employment Type:** Full-time

## SUMMARY

The Business Development Manager (BDM) is responsible for securing, retaining, and growing a defined portfolio of client accounts for S4 Connect. This role owns the day-to-day client relationship and focuses on account expansion through the sale of marketing services, with a strong emphasis on franchise-based organizations in the Automotive and QSR (Quick Serve Restaurant) industries. The BDM ensures clients and franchise partners realize clear value from S4 Connect's marketing, content, and growth solutions. This role is based in Clawson, MI and will report to the Co-Founder - Chief Marketing Officer.

The Business Development Manager leads engagement with new and existing clients to present marketing product offerings and marketing campaign concepts. They also assist with ensuring clients are successfully onboarded and that program performance is communicated. This role requires strong technical acumen, consultative selling, proposal development, and negotiation skills, along with the ability to engage mid- to senior-level decision makers. Success depends on proactively identifying risks, resolving issues early, and consistently uncovering opportunities for long-term account growth.

## ESSENTIAL DUTIES AND RESPONSIBILITIES

Other duties may be assigned.

- Own a portfolio of accounts and deliver retention, expansion, and cross-sell outcomes.
- Engage new clients to ensure strong adoption and measurable value from S4 Connect's marketing, content, and growth solutions.
- Lead a consultative sales process that aligns solutions to client business goals and marketing challenges.
- Build, manage, and forecast a healthy sales pipeline with consistent activity discipline.
- Partner with internal strategy, operations, and executive teams to scope opportunities and ensure successful client outcomes.
- Identify new markets, expansion opportunities, and competitive displacement scenarios.
- Prepare and present proposals, recommendations, and results to mid- and senior-level decision makers.
- Resolve complex client and sales challenges through structured problem-solving and collaboration.
- Own HubSpot CRM usage: documentation, reporting, dashboards, pipeline management, and process adoption; champion workflow improvements and AI-enabled tools.
- Travel is required to support client relationships and business development, including approximately 50% regional / local travel and 15% overnight travel.

## FRANCHISE-SPECIFIC RESPONSIBILITIES

- Success in this role requires navigating franchisor/franchisee dynamics, approval workflows, and brand compliance while driving adoption at scale.
- Sell marketing services into franchise systems at both the corporate and franchisee level.
- Support franchisor-led initiatives by driving franchisee adoption and participation.
- Navigate franchise approval processes, content workflows, and brand compliance requirements.
- Identify expansion opportunities across multi-unit operators and emerging franchise locations.
- Serve as a trusted partner to franchise leadership by aligning marketing strategy to system-wide growth goals.
- Closely evaluate client & industry trends to identify potential opportunities for new marketing tactics and programs that could be implemented by S4 Connect.

## QUALIFICATIONS AND REQUIREMENTS

- Bachelor's degree required or equivalent professional experience.
- Five to eight years of successful experience as a quota-carrying sales professional.
- Proven ability to manage and close complex sales cycles from initial engagement through contract execution.
- Demonstrated experience closing individual accounts with annual contract values of \$25,000 or more; experience with multi-location or franchise-based clients preferred.
- Experience selling marketing programs & solutions.
- Tier II and Tier III Automotive experience and relationships a plus.
- QSR experience and relationships a plus.
- Small to mid-size Advertising Agency sales experience a plus.
- Strong background in consultative selling marketing services to Manager-, Director-, Owner- and senior-level stakeholders.
- Proven track record of consistently meeting or exceeding quarterly and annual sales targets.
- Experience with CRM systems, with a strong preference for HubSpot.
- Demonstrated ownership of lead management, pipeline development, deal progression, and forecasting within a CRM.
- Ability to maintain accurate, timely, and complete CRM data to support reporting, forecasting, and executive visibility.
- Experience building, managing, and executing quarterly and annual territory or account plans.
- Forecasting & pipeline management: Demonstrated ability to build and maintain accurate sales forecasts, manage pipeline hygiene, and track progress against targets.
- Reporting & analytical insights: Strong analytical capability, including experience with online reporting dashboards and data analysis to translate performance and client data into actionable insights.
- Strategic mindset with the ability to identify new opportunities, expand existing accounts, and displace incumbent vendors.
- Excellent communication skills, including written proposals, presentations, and

executive-level discussions.

- Strong professional presence, credibility, and ability to represent the company with clients and partners.
- Proficiency with Microsoft Office, including Excel, Word, Teams, and PowerPoint.

#### **SALARY RANGE**

- \$60,000 with an opportunity to make an additional \$60,000+ in commissions for achieving quota.

#### **WHY JOIN US**

- Opportunity for rapid role expansion as the agency grows
- Ability to make a difference
- Collaborative and entrepreneurial culture
- You like working in a respectful and considerate environment
- Flexible in-person/hybrid working options with PTO

#### **ABOUT S4 CONNECT**

S4 Connect is a boutique, growth-oriented marketing & advertising agency. At S4, we See Something & Solve Something and we are looking for someone to join our team that can embrace that same culture.

We help businesses scale using streamlined, efficient, and highly targeted marketing solutions. We specialize in franchise systems and multi-location brands, delivering seamless execution across Paid Search, Paid Social, Programmatic, Traditional Advertising, Direct Marketing and customized web experiences. Our team values innovation, collaboration, and agility.