

**CETERA FINANCIAL GROUP
JOB PROFILE**

JOB TITLE:	Business Development Specialist		
Job Family:	Sales & Marketing	Job Code:	
Department:	Business Development	Reports To:	Business Development Manager or Director
FLSA Status:		Location:	El Segundo, CA
Market Point Range:		ICP Range:	
Date Completed:	July 21, 2010		

POSITION SUMMARY	Develop and maintain key relationships with internal and external customers to provide assistance and support in the development of business and sale of product.
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<p>PRINCIPLE RESPONSIBILITIES</p> <p><i>List and description this position's principal responsibilities in concise, comprehensive statements. This job profile is intended to be relatively generic and may be used across the organization. Responsibilities that are attributed only to one incumbent should not be listed unless they are so significant that they create a new position.</i></p>	<ol style="list-style-type: none"> 1. Develop and maintain relationships with internal and external customers. Communicate benefits of products and provide expertise on new and old precuts, manipulating products to meet customers' needs and providing the best sales advantage. Develop internal network of resources within the company to provide necessary input on specific sales, both new sales and in evaluating existing business for additional product sales opportunities. 2. Create and produce presentation materials for multiple level usage, to include original marketing/sales materials, and contribute to and review work of other departments as it relates to assigned products. Provide technical support for illustrations and case design. Develop and provide classroom, workshop, and one-on-one training for both internal and external customers on products and sale of products.. 3. Keep abreast of industry requirements, to include tax laws, legislative updates, and regulations, as well as accounting principals, as they related to assigned products. 4. Other duties as assigned.
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<p>KNOWLEDGE, SKILLS AND ABILITIES</p> <p><i>Education level, previous experience specific knowledge, skills and abilities required to meet the minimum requirements for this position.</i></p>	<ul style="list-style-type: none"> ▪ Bachelor's degree or equivalent experience ▪ 3 – 5 years related experience ▪ Thorough understanding of products, sales process, and industry tax and legal requirements ▪ Strong analytical skills ▪ Proven time management and organizational skills ▪ Strong verbal and written communication skills ▪ Proven presentation skills ▪ Proven creativity and innovation
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<p>ADDITIONAL INFORMATION</p>	<ul style="list-style-type: none"> ▪ Does the incumbent in this position have direct accountability for staff supervision/management? No ▪ Does the incumbent in this position have budget accountability? No ▪ Is travel expected to perform this job? No
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