

Career Opportunity: *Business Development Associate*

Full-time | Nashville, Tennessee

About the Position

As part of the Business Development team, the Business Development Associate is responsible for developing, tracking, monitoring, and closing new trust and estate business relationships for Cumberland Trust for corporate opportunities that are developed and assigned by executive management. As new opportunities are identified, the Business Development Associate prepares implementation plans and leads client on-boarding. Business Development Associate assists new and prospective Cumberland Trust clients and their professional advisors through each step of the sales and onboarding process, engaging them with exceptional client service through proactive communication and prompt responsiveness.

Job Duties:

Partners with Executive Management in researching, identifying, and creating lists of potential referral sources and maintains database of leads and pipeline opportunities. Develops new trust opportunities that lead to annual recurring revenue. Assists potential clients and their professional advisors through the sales and onboarding process. Creates business proposals for families and their professional advisors. Participates in internal committee meetings to present new business opportunities. Utilizes company software to track and maintain all professional contacts and leads. Cultivates, develops, and maintains strong relationships with attorneys, financial advisors, CPAs, and estate planning professionals. Works with internal resources to problem solve client issues that may arise in the sales process. Creates and maintains reports to monitor and improve the sales cycle. Assists with marketing activities such as branding, communication, and campaigns.

Education, Experience and Skills:

- Bachelor's degree or equivalent experience and minimum of three years of successful Business Development Sales experience.
- Ability to influence and persuade to achieve desired outcomes.
- Knowledge and understanding of trust services.
- Excellent customer service skills.
- Excellent communication skills.
- Organizational skills.
- Ability to work multiple projects simultaneously.
- Ability to work independently and as part of a team.
- Attention to detail.
- Proficient computer skills including knowledge of Microsoft Office Suite and Salesforce.

Interested in this position?

Cumberland Trust welcomes resume submissions from talented individuals. If you are interested in this career opportunity within our company, we'd love to hear from you.

Please submit your resume to resume@cumberlandtrust.com.

To learn more about Cumberland Trust, visit us [online](#).