

**Position Title:** Digital Product Sales Associate

**Experience:** One to three years

**Status:** Full-Time Employee, Hybrid Work Schedule

**Job Location:** Arlington, Virginia

**Business Hours:** 9:00 a.m. - 5:30 p.m., M-F

**Start Date:** Immediately

**Salary:** Commensurate with Experience

**Travel:** 5% - 10%

### **Position Description**

The Product Sales Associate is responsible for assisting in the sales efforts of mba Aviation's (mba) digital service offerings. This position, using client and industry feedback, will also assist the group in the technical design, development, and management of the digital infrastructure products offered by mba.

The Sales Associate will research and develop leads for the sales team in each of mba's core aviation industry sector services including aviation finance and safety. In addition, this position will support the finance, business, and valuation entities within the company but will also spend significant efforts gathering intelligence and information from various sources and systems available to the company.

The Sales Associate will use data collected to continuously improve data integrity of mba's offerings in REDBOOK and JumpSeat SMS. An understanding of corporate or commercial aviation financial or safety related disciplines, is highly desired.

### **Duties and Responsibilities**

- Build and maintain relationships with aviation industry stakeholders, including airlines, aircraft manufacturers, leasing companies, and regulatory bodies.
- Develop a deep understanding of mba's offerings including our aviation finance and safety software solutions, effectively communicating their features, benefits, and value propositions to potential clients.
- Collaborate with clients to understand their unique needs and challenges, offering tailored solutions that optimize their financial operations while ensuring compliance with safety regulations.
- Drive sales activities from lead generation to contract negotiation, utilizing CRM tools to track and manage the sales pipeline effectively.

- Stay abreast of industry trends, competitor offerings, and regulatory developments to identify new sales opportunities and maintain a competitive edge.
- Lead virtual and live demonstrations of mba's digital systems.
- Visit potential clients to support sales efforts.
- Assist in designing and developing marketing collateral highlighting mba's digital products.
- Represent mba at industry conferences and events.

### **Qualifications and Skills**

This position requires significant attention to detail, as well as constant communication with related internal and external organizations. A successful candidate should be outgoing, proactive, possess analytical aptitude, problem-solving skills, work well with others, and learn quickly, as well as the following:

- Authorization to work in the United States (Employment Eligibility Verification (I-9) Form).
- Bachelor's degree required (Marketing, Business, or other relevant field preferred).
- Desire to work in a start-up environment, with a strong "do it yourself" work ethic. Will work as a team but need to be a self-starter on many projects.
- A strong interest in aviation is strongly preferred.
- Proven experience with web analytics tools.
- Familiarity with marketing automation software or CRM.
- Must be able to multi-task and handle multiple projects at one time.
- Excellent verbal and written communication skills.
- Ability to create and present information succinctly.
- Collaborative mindset with the ability to work effectively within a cross-functional team environment.
- Strong interpersonal skills, with the ability to cultivate and maintain relationships with clients at all levels of an organization.