



50 Degrees North LLC

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Edina, MN, USA

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## **Business Development Manager - Americas**

Division: Sales

Department: Business Development - Americas

Reports to: Director of Global Sales

Location: Remote in the USA

Employment Type: Full-Time, remote

Working Hours: 9 AM - 5 PM CST, Monday to Friday

## **About Us**

50 Degrees North is an independently owned travel company specialising in planning and organising complete travel experiences across the Nordic countries. Our team's diverse backgrounds and experiences contribute to a deep understanding of the region, ensuring our clients receive authentic insights and genuine recommendations for their journey, all infused with our passion for the Nordics.

As a certified B Corp, we adhere to high social and environmental responsibility standards - joining our team means actively participating in our mission to make a positive impact on the world while doing what we love.

Our company culture is built on respect, collaboration, and a shared love for travel and the Nordics. We pride ourselves on fostering an inclusive and supportive work environment where every team member's voice is valued. Our office space reflects this ethos and is designed to be open, welcoming, and conducive to creativity and teamwork. With regular team events, wellness initiatives, and opportunities for professional growth, working at 50 Degrees North is not just a job - it's a chance to be part of a close-knit community passionate about making a difference.

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## **Position Purpose**

As a Business Development Manager, you will play a crucial role in maintaining existing and building new B2B relationships with agents and consortia in the Americas, while working closely with the global sales leaders and marketing department to assist brand building and enquiry growth from travel agents, advisors, and agency consortia Americas wide. This role requires an individual who is passionate about travel, client relationship building, and driving sales volume. The Business Development Manager will maintain high engagement with existing clients, travel to events, and conduct trainings to ensure strategic accounts are provided with exceptional service and have all necessary resources to thrive.

The ultimate goal is to ensure account satisfaction, drive growth, and maintain long-term partnerships.

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## **Key Responsibilities**

### **1. Customer Engagement & Relationship Building**

- Build and maintain strong, long-lasting relationships with key clients and partners across the Americas.
- Ensure high levels of customer satisfaction by providing tailored support, addressing issues, and managing expectations.
- Serve as the primary point of contact for all strategic accounts, ensuring their needs are met consistently.

### **2. Sales Growth & Account Development**

- Drive sales volume and increase revenue within existing key accounts by identifying upselling and cross-selling opportunities.
- Work with the sales team to create and execute strategic plans for expanding key accounts and growing sales.
- Monitor sales performance and client satisfaction to ensure targets are met or exceeded.

### **3. Travel & Event Management**

- Represent the company at key industry events and conferences across the Americas to strengthen client relationships and stay informed about industry trends.
- Plan and attend events, meetings, and conferences with key accounts to promote company offerings and drive sales.
- Conduct face-to-face meetings and presentations with key clients to foster engagement and generate new business opportunities.

### **4. Training & Support**

- Provide product and service training to key clients to ensure they fully understand and leverage 50 Degrees North's offerings.
- Work closely with internal teams to deliver seamless support and solutions to clients.
- Ensure that clients are well-informed on new products, promotions, and any changes to services.

### **5. Strategic Account Management**

- Develop and implement personalized account strategies to ensure the satisfaction and success of strategic accounts.
- Collaborate with internal teams (e.g., sales, marketing, customer service) to deliver exceptional service to key clients.
- Proactively identify and address potential challenges or areas for improvement within key accounts.

## 6. Market Insights & Reporting

- Provide valuable feedback and market insights to help shape the development of products and services that meet the needs of key clients.
- Track and report on sales activities, performance, and trends related to strategic accounts.
- Maintain and update CRM with accurate data on account status, opportunities, and communication.

## 7. Customer Retention & Loyalty

- Develop and implement customer retention strategies to ensure long-term partnerships with key accounts.
- Regularly check in with clients to assess their needs, identify any issues, and ensure satisfaction.
- Encourage client loyalty through consistent communication and excellent customer service.

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## Key Performance Indicators (KPIs)

- Achievement of sales growth and revenue targets within strategic accounts.
- Customer satisfaction and retention rates within key accounts.
- Successful execution of training and event attendance.
- Successful implementation of account strategies and relationship-building efforts.
- Timely reporting and management of account activities.

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## Qualifications

- A passion for travel to the Nordic destinations and the ability to inspire others about the company's offerings.
- Proven experience in account management or sales, ideally within the travel industry.
- Strong understanding of customer needs and the ability to deliver tailored solutions.
- Excellent communication and interpersonal skills with a customer-centric approach.
- Strong organizational and project management skills, with the ability to juggle multiple tasks simultaneously.
- Willingness to travel frequently for client meetings, industry events, and training sessions.
- Familiarity with CRM systems and sales reporting tools.
- Ability to work remotely or in a hybrid environment (if based in the Edina, MN area).

## Desired Attributes

- Proactive and results-driven.
- Ability to work independently and as part of a team.
- Strong negotiation and relationship-building skills.
- Experience in presenting and conducting training sessions.
- High attention to detail and a problem-solving mindset.