

**MMI DINING SYSTEMS  
POSITION DESCRIPTION**

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**Job Title:** Director of Business Development      **Effective Date:**

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**Reports To: (Job Title)** Eastern Regional Coordinator

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**Supervises Directly: (Job Title + #Employees)** Sales Personnel added to the company

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**Supervises Through Subordinates:** Property Managers as appropriate

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**Purpose for the Position:** To cultivate, stimulate and promote – with the final activity being that of selling MMI Dining Systems to the established and agreed upon customers.  
In all sales activities, the “Guest First” concept is our number one goal demonstrating that MMI believes that customer satisfaction comes first.

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**Essential Responsibilities:** *HAVE A PASSION FOR SELLING MMI DINING SYSTEMS!*

1. Participate as a key member of the MMI Senior Management Team and share with the team his observations, his needs or feedback from prospects about the programs we have in place while coordinating dual roles and/or goals that we should investigate.
2. To define the market area and establish the potential customer base in each category of service that we provide:
  - Full Service Profit & Loss Contracts
  - Full Service Management Fee w/Personnel on Client’s Payroll
  - Full Service Management Fee w/Personnel on MMI Dining Systems’ Payroll
  - Purchasing/Consulting Contract networking the customer into our overall programs.
3. With the targeted customers identified, establish a routine program for these customers both with the above mentioned subordinates and personally through sales calls, telecommunications and through MMI information updates, i.e., newspaper or articles highlighting what MMI is doing that would be newsworthy to our prospects.
4. Once an established “close to the customer” relationship has been made, ask and conduct surveys to determine what benefits we can provide to the customers. In conducting these surveys, an operations manager will be a participant in the survey and it will be normal that the operations manager will also become the supervisor of said same account.
5. Proposal development will be the Sales Manager’s responsibility – taking the existing format and building the specific customer’s desires into what he is interested in obtaining, always identifying his objectives, his goals and his missions – and trying to parallel those to ours.

6. Present the proposal to the Executive and/or Board and/or the designated customer contact using other personnel and resources of MMI to let the customer see that he is buying a team and not an individual.
7. Establish sales goals and gross margin income projections for all four (4) categories of business. Submit this annual plan to the Executive Council/Business Assessment Center personally and review the plan as well as relate it to your personal 1606 expense budget.
8. Insure that the contract being presented to the customer contains all of the issues of the proposal, but simultaneously includes the current protective covenants of MMI that deal with key issues such as insurance, vendor/client relationship, payment terms, payroll taxes, opening costs, relocation expenses and a complete description of who is responsible for what specific payment activities, etc.
9. Coordinates regional sales efforts with Florida/Georgia District Coordinator.
10. Takes responsibility for collateral material, Power Point, Inn-Spirer, marketing material, convention and special event activities, i.e., Mississippi Association of Colleges and Universities.
11. Performs other duties as requested.

**Please e-mail resume' to Ronnie Cockayne at [rcockayne@mmihg.com](mailto:rcockayne@mmihg.com).**