

Business Development Associate

Montréal, QC | Full-time | Primarily remote | 1–3 years of experience

Competitive base salary + performance-based bonus and commission opportunities

The Opportunity

At **ROI Research on Investment**, our passion is driving growth and economic prosperity. For over 20 years, we have partnered with Economic Development Organizations, universities, tech parks, and investment promotion agencies to attract and retain business investment globally.

We are currently looking for a proactive and resilient **Business Development Associate** to help expand our market coverage, generate qualified opportunities, and support the growth of ROI's services—including the launch of **Saluki**, our innovative social media platform. Working closely with business development leadership, you will play a direct role in building pipeline, expanding our reach, and sharpening your B2B enterprise sales skills.

What You'll Do

You will own the top of the sales funnel, identifying key decision-makers and initiating the conversations that fuel our growth.

- **Outbound Prospecting:** Conduct consistent, multi-touch outreach via phone, email, and LinkedIn to engage senior decision-makers.
- **Market Research:** Identify target organizations, evaluate market opportunities, and map out key prospective clients.
- **Lead Generation & Qualification:** Introduce prospects to ROI's suite of services—including lead generation, digital marketing, market intelligence, and our innovative social media platform Saluki—to understand their strategic needs.
- **Pipeline Building:** Book qualified meetings and platform demos for our senior business development team.
- **CRM Management:** Maintain accurate records of prospect interactions, activity metrics, and conversion rates in our CRM to help optimize outreach strategy.

What We're Looking For

We are looking for someone who enjoys the human side of business development: starting conversations, listening carefully, and identifying where there is a genuine business fit.

Qualifications:

- **1–3 Years of Experience:** Background in sales, BDR/SDR roles, lead generation, recruitment sourcing, or B2B outreach.
- **Strong Communication:** Excellent written and verbal English skills, with the confidence to build rapport with executive-level contacts.
- An interest in business, technology, economic development, digital marketing, or B2B services.
- **Results-Oriented:** Comfortable working with activity targets, KPIs, and performance feedback.
- **Tech Savvy:** Familiarity with modern CRMs and sales tools (e.g., HubSpot, Salesforce, LinkedIn Sales Navigator, ZoomInfo, Apollo).

Nice-to-Haves:

- Bilingualism (English and French).
- Experience prospecting into public-sector, government, or professional services markets.

Why ROI?

This role offers a strong foundation for someone looking to build a career in B2B corporate sales, economic development, or international business. You'll learn how regions attract investment, how organizations evaluate growth, and how strategic outreach impacts communities worldwide.

- **Compensation:** Competitive base salary plus performance-based bonus and commission structures.
- **Time Off:** 15 days of vacation, 5 personal/sick days, plus your birthday off.
- **Benefits:** Full health, vision, and dental coverage.
- **Growth:** Direct mentorship, professional coaching, and a collaborative team culture.
- **Exposure:** Engagement with international markets and high-level corporate decision-makers.

To Apply

If you are a self-motivated professional ready to contribute to a growing global team, we would love to meet you. Please submit your application today.