

Job Title	Senior Business Development Manager
Department	Sales
Employment Type	Full-Time
Manager	Director of Sales – GTA Rentals
Location	GTA

About Element Event Solutions

Element Event Solutions is Canada's premier provider of tent and event services, orchestrating over 30,000 memorable events annually in partnership with top venues, caterers, planners, corporate partners, and private hosts. Established in 1911 as Chair-man Mills, our company has grown through a legacy of excellence with renowned brands including Event Rental Group, Contemporary Furniture Rentals, Regal Tent Productions, Advanced Tent Rental, A&B Partytime, Loungeworks, MacFarlands Events, and Higgins Event Rentals.

Driven by our mission to craft engaging spaces that foster remarkable experiences and connections, we provide the infrastructure essential for Canadians to unite through social, corporate, philanthropic, and community gatherings. Proudly Canadian-owned and operated, we are committed to family values and investing in our local communities.

Position Summary

As the Senior Business Development Manager for GTA Rentals at Element Event Solutions, you will play a critical role in accelerating company growth by identifying new business opportunities, fostering strategic partnerships, and leading key revenue-driving initiatives. This senior-level position is responsible for expanding our GTA Rental market presence and cultivating high-value relationships across the events industry—including corporate accounts, venues, planners, agencies, and production partners.

Key Responsibilities

Prospecting and Lead Generation:

- Identify and research potential clients, industries, and markets within Ontario and the Greater Toronto Area (GTA) to support business expansion for furniture and rentals.
- Maintain and actively manage a comprehensive list of target accounts.
- Generate leads through a range of channels including industry networking, events, digital platforms, cold outreach, site visits, referrals, and strategic partnerships.
- Collaborate with regional General Managers and national sales teams to support the pursuit of large-scale national and international opportunities.
- Develop and execute B2B and B2C strategies tailored to key customer segments.
- Create and refine lead generation and conversion strategies to drive consistent growth.

Client Relationship Management:

- Cultivate and maintain strong relationships with high-potential prospects.
- Deeply understand client goals, preferences, and event objectives to deliver customized, value-driven solutions.

Consultative Selling:

- Conduct in-depth consultations to gain insight into client needs and event visions.
- Develop thoughtful, well-crafted proposals and persuasive presentations that align client goals with our service capabilities.

Market Research and Analysis:

- Monitor industry trends, competitor offerings, and emerging market opportunities.
- Analyze market intelligence to identify gaps, niche opportunities, and growth areas aligned with our strengths in event rentals and furniture, while also collaborating with BD colleagues who oversee the drapery, tents & structures divisions.
- Translate customer insights into actionable plans that address market needs and support company growth.
- Track and evaluate key performance metrics, providing strategic insights and recommendations to senior leadership.

Collaboration and Coordination:

- Lead the process for responding to inbound rental & furniture RFPs, working closely with internal teams and external partners to develop winning proposals.
- Partner with cross-functional departments to ensure the successful execution of client visions.
- Collaborate with Marketing to align on go-to-market strategies and optimize the sales funnel.

Networking and Business Events:

- Represent Element Event Solutions at industry events, trade shows, and local business gatherings to expand your network and increase brand visibility.

Negotiation and Closing Deals:

- Lead negotiation efforts and contract discussions to secure mutually beneficial agreements.
- Successfully close deals and manage the full contract lifecycle for new business.
- Regularly review and optimize existing contracts and agreements.

Performance Tracking and Reporting:

- Maintain accurate records of sales activities, pipeline status, proposals, and client communications.
- Deliver regular reports on business development performance and key sales achievements.
- Consistently meet or exceed revenue targets and performance goals.

Requirements & Qualifications

- Post Secondary Education in Business, Marketing, Sales or a related field preferred.
- Deep knowledge of the Ontario/GTA event landscape, with an established network of industry contacts.
- Proven success in business development or sales within the events or hospitality industry.
- Strong interpersonal and relationship-building skills.
- Outstanding communication and presentation abilities, with the ability to simplify complex ideas and influence stakeholders.
- Demonstrated expertise in sales strategy development and execution.
- Experience negotiating and closing high-value contracts.
- Precision and attention to detail when defining contract terms and managing large, complex agreements.
- Proficiency with digital tools, CRM platforms, presentation software, and Microsoft Office 365.
- A solid understanding of event planning, design, and décor is an asset.
- A well-established network of decision-makers in the event planning, venue, show services, and hospitality industries is highly desirable.
- Self-motivated with the ability to work both independently and collaboratively.
- Flexibility to travel and attend client events, including evenings and weekends, as required.