



## Job Description

**Job Title:** Business Development Representative/Inside Sales (BDR)

**Department/Division:** Sales and Marketing

**Reports To:** EVP of Sales and Marketing

### **Job Summary:**

The focus of the Business Development Representative/Inside Sales (BDR) is on driving outbound lead generation, qualifying active buying interests, and developing opportunities in prospective accounts. This position will engage with Director, VP, and C-Level IT executives at mid-market companies primarily. An implicit responsibility of the BDR is to conduct business interactions that create a superior prospect experience and will set the stage for effective sales follow-up. Exceptional communicative skills and the ability to think on your feet are essential.

### **Responsibilities:**

- Prospect, educate, qualify and develop target prospect accounts and inbound leads to create sales-ready leads and opportunities
- Research accounts, identify key players, generate interest and develop account opportunity
- Interact with IT Executives via LinkedIn, telephone, email and other creative campaigns in a professional, concise and effective manner.
- Pass opportunities to appropriate personnel and educate them about the opportunity
- Successfully manage and overcome prospect objections
- Become a trusted, credible resource and develop superior relationships with prospects
- Update lead scoring and prospect interaction in CRM to ensure efficient lead management
- Consistently achieve/surpass qualified opportunity quotas to ensure territory revenue objectives
- Provide a closed-loop feedback for continuous process optimization
- Maintains professional and technical knowledge by attending educational workshops; reviewing professional publications; establishing personal networks; benchmarking state-of-the-art practices; participating in professional societies
- Perform additional tasks as needed and/or requested

### **Desired Qualifications/Skills:**

- 1 - 3 years of experience in Technology, Telecommunications, Cloud and IT Security background preferred
- College degree (2 or 4 year) preferred with a degree and/or coursework in sales, marketing, communications and/or business administration or management
- Strong client orientation
- Outstanding written and oral communication skills to prepare written communication and convey information and concepts clearly and effectively

- Self-driven and motivated with high-energy sales team player personality
- Demonstrated ability to operate independently and as part of a larger team; ability to develop working relationships with other internal and remote groups to meet objectives and complete tasks
- The ability to remain aggressive in prospecting tactics, while keeping a respectful and pleasant attitude with prospects
- Proven track record achieving measurable business development goals in an automated sales environment, where accurate entry and management of lead data in a CRM system was required
- Time and territory management
- Opportunity qualification and objection handling
- Proficient with standard corporate productivity tools (email, voicemail, MS Office)
- Ability to travel and work variable hours
- Ability to sit for extended periods of time