



ROLE PROFILE

Title:	Business Development Representative
Function:	Sales
Reports To:	Vice President, Mid-Market Sales
Location:	Remote position in any US State or Boston HQ
Territory:	North America
Type:	Full Time

Role Description

The Business Development Representative will support the overall efforts of the business development team, as well as actively source and book meetings with qualified leads. The role is crucial in identifying potential customers in our target market and engaging with them in various ways to support the growth of our business and expansion into the US.

Primary Responsibilities

- Understand our industry, products and solutions, buyer personas and the needs and “pains” of our target market.
- Utilize our CRM to identify and qualify leads and employ various prospecting techniques and channels including email, cold calling and social selling.
- Responsible to set up qualified meetings with the Sales VP/Director
- Write and adapt email/cold call scripts and outreach sequences to reach prospects and book meetings.
- Work with our CRM tool to maintain data integrity and to ensure detailed notes and contact details with prospective clients are entered and up to date.
- In conjunction with the team, brainstorm and execute new strategies to attract our target market.
- Work together with the team to establish and share prospecting techniques, tools, and software that work.
- Keep up to date on trends and news from the industry, our competitors, and our target market.



- Engage in networking, face-to-face/virtual meetings, and any other activities that help to generate and close leads.
- Assist with the creation of updates and reports for presentation to management.
- Other duties to support the sales team as assigned.

Capability Requirements – education, skills & experience

- Post-Secondary education in Marketing, Business, or a related field of study (college or university level)
- Minimum 1 year experience in a sales role preferred
- Must possess superior communication skills including written, verbal and interpersonal skills
- Must be comfortable with cold-selling via email, social channels and telephone, and be persistent
- Excellent computer skills including, Microsoft Office (Word, Excel and Powerpoint) required, with CRM (Hubspot, MailChimp, Sales Buddy) experience an asset
- Is able to use social media platforms effectively to reach target audiences (LinkedIn, Twitter, etc.)
- Thrives in a fast-paced, entrepreneurial environment with ability to manage change seamlessly
- Is a creative, self-starter and has an enthusiastic and positive attitude
- Ability to work both independently and as part of a team
- Must possess a strong set of organizational skills and be able to multi-task

Compensation

Will include a base salary plus variable compensation based on successfully booking qualified meetings (BDR will be assigned a meeting quota).